

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

September 8, 1984

a Benn publication

Import boom  
to follow  
Minister's PI  
endorsement  
proposals?

Unichem to  
give members  
extra £4m

Hospital pay  
offer accepted

Pharmacists'  
own Prestel  
database

Non-cariogenic  
confectionery

Chemists grow  
fastest

Chemex  
preview

OTC update:  
topical  
analgesics

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## CONTENTS

September 8, 1984  
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**Editor/Publisher:**  
 Ronald Salmon MPS

**Deputy Editor:**  
 John Skelton BPharm, MPS

**Beauty Editor:**  
 Liz Platts BA

**Technical Editor:**  
 Patrick Grice BPharm, MPS

**Business Editor:**  
 Paul Slade BA

**Contributing Editor:**  
 Adrienne de Mont BPharm, MPS

**Editorial Assistant:**  
 Steven Titmarsh BPharm, MPS

**Art Editor:** John Clement

**Price List Controller:** Colin Simpson

**Director:** James Lear

**Advertisement Manager:** Peter Nicholls JP

**Assistant Advertisement Manager:**  
 Doug Mytton

**Production:** Shirley Wilson

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### Health Minister puts PI proposal to PSNC

Wholesalers could be forced into importing

384

### Unichem £4m bonus

Members to benefit from retained profits

385

### Hospital pay offer accepted

Guild members 76 per cent in favour

385

### Pharmacists' Prestel database

C&D goes On-line

388

### Non-cariogenic confectionery

Toddilips — a sign of future developments?

393

### OTC update

Topical analgesics

415

### Personal opinion

Nuffield — a Guernsey pharmacist looks on

418

### Chemists beat the rest

Fastest growing retail sector — turnover up 14.5pc a year

421

Topical reflections by Xrayser

387

Letters

419

Prescription specialities

389

Business news

420

Counterpoints

390

Coming events

421

Chemex preview

407

Classified advertisements

422

News extra

413

People

426

## COMMENT

The problem of parallel imports will not lie down. In spite of powerful opposition from professional and commercial interests the Government has recognised its existence through legislation. And the Pharmaceutical Services Negotiating Committee is on the brink of quantifying its impact on contractors in discussions with the DHSS on the new contract. (It had wanted the problem solved through the PPRS).

The DHSS proposals, already circulated to interested parties, would allow the pharmacist contractor to retain a degree of financial benefit from any PI medicines he dispensed. At up to 14 per cent off the NHS price, the normal Drug Tariff discount scale would be applied to reimbursement, with the pharmacist pocketing the difference. Above that level only 80 per cent of the Tariff price would

be repaid with, presumably, the usual discount scale being overridden.

Pharmacists' would seek, therefore, to buy at below 14 per cent, or avoiding the "poverty trap" between 14 and 20 per cent, to buy at well above the 20 per cent discount mark.

Manufacturers' discounts to wholesalers are around 12½ per cent at present, an insufficient margin to allow further discounting. And without tipping those "scales" wholesalers would have no option but to begin parallel importing. Drugs would be sold at a level just below the 14 per cent figure, perhaps with the wholesaler able to keep for himself any extra margin secured through importing.

The National Association of Pharmaceutical Distributors wants the figures in the scheme made more realistic so that fewer pharmacists are tempted to get involved *at all*. Non-involvement

would benefit the image of the profession, if not the pockets of its contractors.

Parallel importing will be viewed with deep suspicion long after the first PL (PIs) have been issued by the DHSS. There are risks to health involved in the practice, not necessarily as great as some suggest, but risks that can be avoided nonetheless.

It has proved impossible for the Government to prevent the practice because of complications imposed by European law. Industry has not acted because it has neither the will nor the means. And so pharmacists have indulged or not, as their consciences have dictated.

It is time pharmacists ceased the practice. Whatever deal PSNC makes, any financial benefits should not be worth the loss of integrity and professional face brought by continued importing.

# Import boom may follow PI proposal

Health Minister Kenneth Clarke has put forward a proposal to the Pharmaceutical Services Negotiating Committee on the reimbursement of parallel imported medicines. If accepted the proposal could lead to wholesalers beginning parallel import operations.

*C&D* understands the proposal is as follows:

1. If the discount or price reduction on the drug purchase is less than 14 per cent of the NHS remuneration price, the pharmacist supplying the drug can retain the financial benefit in his business.
2. If the discount or price reduction exceeds 14 per cent, the pharmacist is required to endorse the FP10 form, and the DHSS will then allow him only 80 per cent of the Drug Tariff price.

Since parallel imports can often offer 30-40 per cent savings against the UK list price, pharmacists could still retain a considerable financial benefit.

The PSNC confirms it has received proposals along these lines from the Minister. "We are surprised they have been made public before discussions with the DHSS on the new contract have been concluded," a spokesman told *C&D*. "We are looking particularly at the discount levels and the legal implications of such a scheme. Discussions should be concluded in the not too far distant future."

The PSNC has always supported PI endorsement, the spokesman said, and this was a refined version of it. PSNC have argued the problem should be solved through the Pharmaceutical Price Regulation Scheme, but approaches in that area have met with little response. *C&D* understands Department officials concerned with the PPRS were not involved in discussions on the proposals.

A consultative letter has been sent to interested parties such as the Association of the British Pharmaceutical Industry and the National Association of Pharmaceutical Distributors.

NAPD vice-chairman Mr Gerald Brooks (of Sants Pharmaceutical Distributors Ltd) told *C&D* the Association had made comments strengthening the proposals. "We felt in some areas the suppositions made were not accurate. The 80 per cent figure being proposed is too high. We thought it should be lower on the basis of statistical information from PI price lists circulating at the time." The NAPD feels the DHSS should allow only 75

per cent of the Drug Tariff price at most.

The policing of the endorsement by pharmacists should be made sufficiently strong, the Association says, in the "interests of fair play." It suggests a team of accountants from the DHSS should back up family practitioner committees.

The 14 per cent cut-off level is also too high, the NAPD says. "It should come down more to the level of the current DHSS discount scale," Mr Brooks told *C&D*. "We suggested that the base line should be reduced to around 8 per cent. Distributors discounts are controlled by the DHSS at 12.5 per cent."

Mr Peter Dodd, managing director of Unichem, echoed the NAPD view when approached for comment. If the proposal was implemented unchanged leading wholesalers would have no option but to start parallel importing to maintain sales, he believed.

However, if the cut-off level was reduced from 14 to 10 per cent, and reimbursement to 75 per cent of Drug Tariff price, pharmacists would confine PI purchases only to high volume lines with a high discount. In this event, Mr Dodd believed, wholesalers would not need to parallel import.

Mr Brooks warns that the block licensing application by the Association of Pharmaceutical Importers could also force wholesalers to reconsider their position. "It is going against everything the DHSS have been talking about and could force wholesalers into parallel importing."

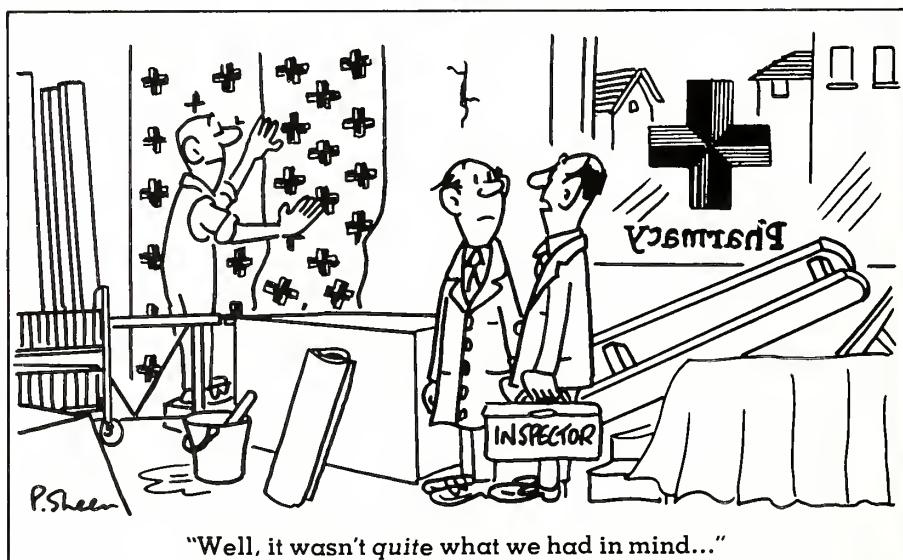
He suggested it would open the flood gates and would eventually rebound on pharmacy contractors as wholesalers were forced to adjust their services. "We could have to reconsider our position if this umbrella application went through. NAPD might well obtain one of its own on behalf of its members."

## US ibuprofen meets opposition

Pharmacists in the United States are refusing to put ibuprofen on their shelves despite its approval in May for OTC sale.

Concerned about potential adverse reactions in aspirin-sensitive patients, pharmacists are only selling the product if requested by name, says the Wall Street *Journal of Commerce*. The manufacturers maintain that their labelling is adequate and question the pharmacist's motives, suggesting they may be more concerned to restrict certain OTC preparations to pharmacies.

At present independent pharmacists account for only 14 per cent of the OTC analgesic market. The National Association of Retail Druggists says ibuprofen underlines the need for a new drug classification, a move the Food and Drug Administration and the drug industry say would create a monopoly and escalate prices for consumers.



## Unichem to give £4m bonus to members

Pharmaceutical wholesalers Unichem have announced their Unibond plan to give £4m of extra bonus payments from retained profits to qualifying members.

Chief executive Mr Peter Dodd says: "The scheme is unique and reflects our commitment to share Unichem's continuing success with members. The Unibond payments will be in addition to their normal monthly and annual profit share."

To participate a member's outlet must purchase a minimum average of £6,000 (ex VAT) in medical, OTC and sundry items, systems and services for each month of membership in 1985. Anyone joining the Friendly Society in the year is eligible to take part.

Payment due to participants is calculated thus: the individual members total purchases for 1985 will be expressed as a percentage of the overall total purchases of those in the scheme and this percentage will determine the share of the £4m due to that member.

A Unibond will be issued to the member for that amount, payable on application to the directors of the company three years after the allocation of the assigned fund. Payment is conditional on the bond holder still being in membership at the time of application and on having continued to spend an average of £6,000 a month with Unichem in each year after 1985.

The approval and adoption of the term bonus plan, and the allocation of the assigned fund, will be put to the shareholders' annual meeting in 1986 when they consider the 1985 accounts. Payment of the bonds will be at face value (no index linking). Directors will have the power to grant payment on application at the due date to any holder who has sold their pharmacy or retired and so is no longer a member.

At present Unichem have around 4,500 individual pharmacies in membership — 3,500 of that total are Propser members as well. The Society says it pays out about £28m per year in monthly and annual profit share at present.

Peter Dodd estimates that around 2,000 members now spend the qualifying £6,000 a month giving a possible average £2,000 pay out in 1989. However he says the board would recommend the £4m bonus be topped up if the likely payout became



Bill Hart, MPS, Unichem's assistant marketing director (left), and chief executive Peter Dodd show what's on offer

too reduced because more members than anticipated qualified for the Unibond. Topping up might also occur if all members increased their spending in proportion to each other so that no one could benefit.

"The larger Unichem is, the stronger we become and the greater the members' financial benefits become as well. This term bonus plan is related to the support loyal members give us over a period — it is not for the fly by nights," says Peter Dodd.

The Unibond scheme has become possible because the Society has accumulated more reserves (currently around £17m) than the board considers necessary, Mr Dodd says. "If the plan is well supported I hope we will be able to repeat it again."

And he says the company branches can handle any increase in sales generated by the plan without loss of service or efficiency but he recognises it may not bring in "a penny" in extra business. "Unichem have the money to give and will give it anyway." Nor is he worried whether competitors react or not.

Mr Dodd was asked whether Unichem was not trying to emulate some of the national newspapers with their £1m bingo games. "With Unichem there's no gamble," he retorted, "you just can't lose."

Unichem is writing to all members and all other independent chemists this week giving information on the Unibond term bonus plan.

A gift of a telephone mat and message pad will be given by Unichem representatives to existing members from Monday, and to new members as they enrol.

## Generics List

Additions and deletions to generic PIP codes, issued by the National Pharmaceutical Association, appear on p15 of this week's cumulative *Price Supplement*, along with price changes notified by the Pharmaceutical Services Negotiating Committee.

## Guild accepts 4.5pc award

Hospital pharmacists have accepted their 4.5 per cent salary increase.

Members of the Guild of Hospital Pharmacists who voted on the offer were 76 per cent in favour of accepting, 24 per cent against. Their initial claim had pointed out that hospital pharmacists needed at least 15.92 per cent to bring their salaries back to the corresponding 1980 levels, but the Pharmaceutical Whitley Council management side said they were constrained by the 4.5 per cent cash limits on NHS pay rises.

In practice, the award means an increase of 4.22 per cent across the board, backdated to April 1. The discrepancy of 0.28 per cent allows for the cost of reducing to five the number of points on the grade 1 scale.

## 600 for pharmacy

Almost 600 home candidates were accepted into schools of pharmacy in 1983 but 1,700 who preferred the subject were rejected.

The information comes in a "Statistical Supplement to the 21st report 1982-3" by the Universities Central Council on Admissions. Pharmacy's popularity continues to grow — it was named as preferred subject by 2,751 candidates in 1983 compared to 2,543 in 1982. "Statistical Supplement to the 21st Report 1982-3," £3 from UCCA, PO Box 28, Cheltenham, Gloucestershire GL50 1HY.

## Food safety

A short-term consultative research committee has been appointed this week to advise the new Proprietaries Board on research and development needs relating to food safety.

The committee will advise in particular on: toxicological methodology; the significance of natural toxicants, including mycotoxins, in food; control of microbiological hazards, and the significance of allergenicity and food intolerance in the UK. It is to report by August 31, 1985. Comments should be sent by November 30 to Mr J.B. Hiron, Food Safety Research Committee, Room 194, Ministry of Agriculture Fisheries and Food, Great Westminster House, Horseferry Road, London SW1P 2AE.

## Wrong leaflets in PI Becotide

Pharmacists are being asked to destroy information leaflets included in Becotide inhalers imported from Italy, and supplied by Bomore Medical Supplies because they carry incorrect instructions.

The mistake was noticed by Glaxo who informed Bomore and the Department of Health last Friday. They are also sending letters to pharmacists and doctors explaining the situation.

Bomore have sent letters to pharmacists who had received Becotide inhalers in Bomore packaging, from the company in the last six months — involving around 4,000 units. Due to a printer's error, says Bomore, instructions for Ventolin inhalers had been included on the Becotide information leaflet.

## 'Rented' hospital rooms soon?

The Adam Smith Institute has recommended charging for hospital accommodation and giving a £50 rebate for patients who have contracted out of the NHS by taking private health insurance.

The Institute, a privately funded public policy research group, says the rebate would lead to a "quite sizeable exit" of

implying the inhaler could be used for an acute asthmatic attack.

"The Becotide inhalers themselves are completely satisfactory," say Bomore, who notified all pharmacists concerned to withdraw the incorrect leaflets. The leaflets will be replaced as a matter of urgency. The DHSS has been kept fully informed throughout, the company says.

"Bomore apologises for any inconvenience and has taken steps to ensure that the situation does not arise in future."

Bomore also gave a statement to the Press Association aimed at informing the general public of the situation. Unfortunately it was misinterpreted in one local paper as "4,000 Becotide inhalers being withdrawn."

Glaxo stressed they had nothing to do with production of the faulty leaflets and that there is nothing wrong with the inhalers distributed by themselves, and agreed that the Becotide inhalers from Bomore are not faulty.

people from the NHS cover and be self-financing after three years.

Other recommendations in "Omega Health Policy" include charges for visits to GPs, non-essential drugs, family planning and non-emergency ambulance transport.

For those unable to pay, it says the Government could issue a medicard, through which basic treatment would be free, and the elderly would be means tested to ensure that wealthier individuals were not covered by Government financed insurance. "Omega Health Policy," Adam Smith Institute, PO Box 316, London SW1P 3DJ; £5.80.

structure for discussion of drug related problems at local level, the UKCPA says.

It envisages the role of the community pharmacist as essentially a counselling one. "Among the health care professions only the pharmacist has the skills to relate the purchase of OTC medicines to the prescribed regime." However pharmacists are not always motivated and their premises often lack counselling areas.

Community pharmacists should become more involved in domiciliary activities and take an interest in local homes for the elderly. "Contracts and other external factors must be altered and professional cooperation encouraged to make it possible for the pharmacist to undertake duties away from his premises without suffering commercial disadvantage," according to the UKCPA.

Planned distribution is supported and medicines should only be available from pharmacies.

## Vestric unveil Link 'baby'

Vestric have introduced a "baby" Link level 1 Mk3, to succeed the original New Brain, which is no longer manufactured. The new unit will perform the same order entry functions.

The new model, based on the Microscribe computer, is manufactured by Terminal Technology Ltd, Newport, Gwent. The order and inquiry facilities offered are similar to those of the New Brain. The unit will accept Vestric codes and either PIP or Prosper codes, but not both.



Vestric's new 'baby' Link

Vestric say the unit is specifically designed to allow customers to input orders while walking round the shop. It is internally fitted with four size AA NiCad rechargeable batteries. An adaptor provided will give a full charge in about 16 hours, but should not remain permanently connected.

Two years maintenance is included in the cost of the computer. Servicing is provided by Terminal Technology. The unit is available for lease on the same terms as before. Vestric will be showing the terminal along with other Link equipment and software at Chemex. Details may be obtained from any Vestric branch or Mr Bill Jamieson at Runcorn.

At Roborough, Plymouth, a new health centre is to form part of a new £7m district centre with superstore and several shops, one of which it is hoped will be a pharmacy. Completion is due for Autumn next year.

**South East Thames RHA** plans a health centre, in part single and part two-storey, with facilities for a group practice of ten doctors. Building work will cost around £800,000 and mechanical and electrical engineering another £300,000.

By Xrayser

## Rare books

A collection of rare books has been saved from dispersal by the co-operation of six national charities who raised more than £750,000.

The Wellcome Trust, with help from the National Heritage Memorial Fund, the Wolfson Foundation, the Hayward Foundation, the Pilgrim Trust and the Friends of the National Libraries, has purchased the library of the Medical Society of London intact, to be kept at the Trust's own library at the Institute for the History of Medicine in Euston Road, London.

The collection of over 10,000 books and manuscripts from the 14th to the 19th centuries represents one of the last surviving examples of a largely intact Georgian medical library and is considered to be the most important addition to the Wellcome library since the death of its founder, Sir Henry Wellcome, in 1936.

## Legal action starts on Opren

Lawyers acting for patients who believe they have been harmed by taking Opren hope to start litigation to get compensation from the manufacturer once their clients obtain legal aid, according to a report in last week's Pulse.

The legal aid position should be known in about six weeks. The group is hoping to set up an advisory panel of medical consultants acceptable to both sides to present evidence on side effects. A QC would evaluate the evidence, says the report.

Manufacturers, Eli Lilly & Co have already said they do not believe a compensation scheme is appropriate for claims relating to Opren. "But settling an individual case is quite different from a compensation scheme."

## On bail

A doctor and a pharmacist were remanded on bail on deception charges by magistrates at Bolton, Lancs on Tuesday.

GP Peter Gerald Mann, 49, of Park Court, Park Road, Manchester, and Sidney Graham Gold, 55, of Park Road, Prestwich, were bailed to appear again on October 30.

*Chemist & Druggist 8 September 1984*

## Make it work

One of the nice things about writing this column is that I have the freedom to change my mind in public without getting hauled over the coals. For although I try to be consistent in my attitudes I think it far better to acknowledge enlightenment when I have cause.

We have all had a lot of fun, at least I have, ridiculing the picture of our Society spending £12,000 on a logo. I still think the expense absurd, but for all my criticism of how we went about getting it, the logo itself looks fine to me.

It ties in recognisably with the continental symbol, and has a clean simplicity which will soon become identified with pharmaceutical premises all over Britain. Each of us must take steps to see it is properly displayed.

The more I look at it the better I like it, but how I resent the monopoly granted for five years to one commercial operator for the erection of every permanent sign in pharmacy.

How dare the Society go ahead with such a proposition without giving the NPA, at the very least, the right to supply its members with "approved signs"? One must ask, indeed I ask outright, how much did the Society receive from the manufacturers in royalties for the sole selling rights for up to 10,000 signs at up to £80 each, a net potential sale of £800,000? If their profit is only £1 or even £1.50 per sign, the initial cost will be more than offset! And by us!

Anyone having some knowledge of graphic art will know it is easy for designers to produce master patterns in any number of sizes for reproduction, with colour charts to ensure correct colour as well. Mr D.M. Crosland, of Boots, is able to tell his managers they are not going to use the temporary official sticker but "will prepare a suitable card (of the design) which will be on display in all their branches this week".

All I can say is, if Boots can do it, so can I. And when I have it up, let the Society have a go at me. Since I am a member of the Society, and my fees have contributed to the cost of the design, I maintain as a pharmacist owner of a pharmacy, an absolute right to use a correct facsimile on my premises, irrespective of who made it.

## RPA — AGM

John Davies wrote a letter last week concerning the formation of the new Dispensing Doctor Association. In the past

I have not been unduly kind to our Rural Pharmacists Association since I consider it a self-appointed group, accountable to no-one, yet putting themselves out as of official weight. Well, I'm about to suggest that if you are a rural or sub-rural or even suburban pharmacist, you have to listen to what John Davies and his group are saying.

Now the Clothier regulations are being applied, situations are arising which are alarming. On the sole ground of convenience, doctors are finding it possible to gain outline planning for any areas of this country not closely served by a pharmacy.

The stark situation is that irrespective of shopping patterns established over generations, the new regulations, if applied, could end up meaning that anyone more than a mile from a pharmacy, would be considered as the doctors' fair game. Right into the suburbs of the towns and cities of this land. In arguing this convenience, no account is taken of the wider services and availability of the pharmacist.

If any of you still have doubts about the need for a vastly increased spending on publicity, via the Society, Pharmaceutical Services Negotiating Committee and the National Pharmaceutical Association, just look about you and ponder your own position.

We have a valid, and valuable role to play which is not understood consciously by our customers. We have to produce a lively apprehension of what our disappearance would mean, and an enhanced appreciation of our value to the community. The public will only begin to query matters when, if there is no outcry from us, they notice we are here today, gone tomorrow. In the meantime, go on, attend the RPA AGM if only to help protect your own position.

## RDC report

It is natural to follow on this comment with the news that the Rural Dispensing Committee's report on its first year's transactions has been forwarded to the Secretary of State, with the recommendation it be circulated to the various committees involved with rural dispensing.

It ought to make interesting reading, although if anyone is looking for the establishment of precedents, on which to base future cases of rural dispensing disputes, I think they will be disappointed, since it is my understanding that the judgment of cases is done individually on the facts of each case. Nevertheless I would dearly love to have sight of the report . . .

# Pharmacy's own database is now on-line

**Pharmacists with Prestel now have access to their own private database — On-pharm. The section begins at page 8000.**

The database is being organised by Mr Idris Hughes, a proprietor pharmacist from Harpenden, Herts, who was among the very first to be involved in pharmacy computerisation (see *C&D* June 16, 1979) and developed the Aposyst hospital pharmacy management system. Now Mr Hughes has established a Prestel closed user group (CUG) which will carry news and reference information for all branches of the profession, and in some cases permit two-way communication with the information providers. *C&D* has itself taken a number of pages, which at this stage will carry news headlines.

The National Pharmaceutical Association has been among the first to take up the challenge of this new medium — and indeed had already put frames detailing the Association's functions and services to members into the public part of Prestel over a year ago.

The public can take a "tour" of similar information on the new database, but there are also "private" areas available only to NPA members. Currently these refer to the Association's window display competition and run through some of the reports in the latest Pink Supplement. The NPA information department has frames offering guidance on dealing with prescriptions for phenylbutazone, etc. (At this stage, the pages available show only the system's potential for rapid advice and warnings dissemination: there is by no means a full range of information ready for retrieval.)

Other "public" information includes advice about child-resistant containers and prescription charges. An area "under

development" promises assistance in choosing medicines; advice about the use and care of medicines; special reference to the elderly and the young, and information about pharmacy and pharmacists. The public can also refer to listings of companies under product groups and reach them and their telephone numbers via alphabetical listings. Pharmacists will have access to professional information which is not open to the public. Again, the data so far on file is simply a "sample" of what can be made available.

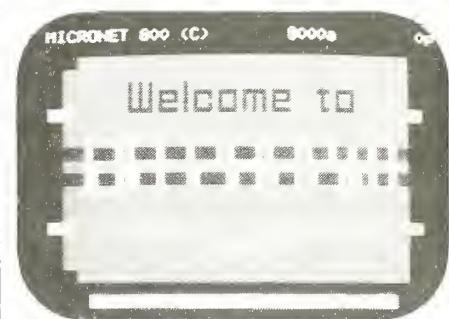
Apart from the NPA, the other organisation with "live" data is the College of Pharmacy Practice which has news pages, a diary of events and membership details. An area has been reserved for the Pharmaceutical Services Negotiating Committee to provide news and reference material and in the longer term to respond to inquiries.

All the above sections are part of the community pharmacy database, but provision has also been made for hospital, industrial and academic pharmacy. The latter section has been established under the title "Pharmacadam" with Dr J. Pickett of Brighton School of Pharmacy as editor. Dr Pickett already has a list of schools on file and promises that Pharmacadam will help staff and students to keep in touch, providing news from colleges, job opportunities, distance learning, research projects, etc.

In several areas "response frames" are available, allowing users to send messages or orders to the target recipient. Mr Hughes is currently using this system to conduct a survey into the accuracy of electronic tablet counters.

Joining On-pharm will cost pharmacists £15 a year (£13 for NPA members), to which must be added Prestel's business-user subscription of £60 (or £15 for domestic use alone). Mr Hughes estimates that taking all the costs together, including computer log-on charges, a ten-minutes-a-day use of the service during the afternoon will average less than £5 a week.

On-pharm is owned by Manorfield Systems Ltd, of which Mr Hughes is managing director. Other personnel involved are Lesley Sistern, MPS (company secretary), Simon Clarke, MBIM (technical support), Beryl Walsh (finance and accounting) and Karen Gingell (community services). The service can be contacted on 05827 69011 or 60624.



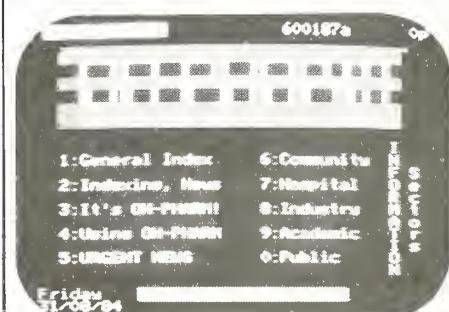
## Prestel makes progress

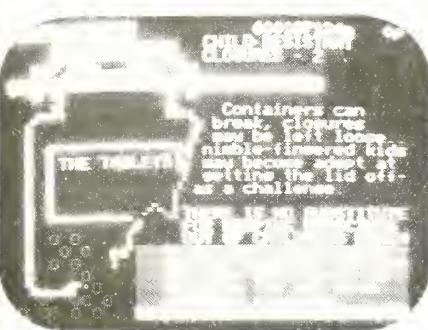
**Many more pharmacists may soon have access to Prestel through optional additions to their Richardson or Vestric dispensary computers.**

Prestel is British Telecom's viewdata service, contacted through the telephone network. It requires either a special receiver, a television set with a Prestel adaptor, or a microcomputer with Prestel adaptor. Subscribers to the service pay a quarterly charge and telephone time (usually at local call rates) while on-line. During business hours there is also a time charge for use of the Prestel computer.

The service was slow to make progress among the business community at first — though there are some important databases in the financial markets, and the travel trade now uses the system extensively for on-line bookings and information. But the popularity of the home micro, and the introduction of low-cost Prestel adaptors for the BBC and Spectrum computers in particular, has boosted awareness and use considerably over the past 18 months. Many business computers can be adapted by the insertion of an extra "card".

There are already a number of "medical" databases and closed user groups — most of them sponsored by pharmaceutical companies. The medical profession is also involved in trials of on-





line drug reaction reporting, while some manufacturers (for example May & Baker) are providing consumer health advice.

On the retailing side, there are experimental services for home shopping whereby the elderly and infirm may choose and order goods on line for home delivery — but more significant are the Government-welcomed (and supported) home shopping trials for the whole community (Club 403 in the Midlands, for example). The Homelink service operated by the Nottingham Building Society takes this a stage further, allowing "armchair" transfer of funds saved with the Society to a current bank account, out of which the item ordered is paid for on-line. Big name retailers such as Carrefour and Tesco are involved in some of these trials, as well as some independents.

Another important part of the service is Mailbox, which allows messages to be sent from one Prestel user to another — subscribers are warned a message awaits them every time they log onto the system.

Prestel can also offer links with independent computers outside the system through its Gateway service: in this way some GPs are connected to university computers for research purposes.

Both Mailbox and Gateway are used by companies (including pharmaceutical) for two-way communication with their sales representatives. Mr Hughes hopes that On-pharm will be similarly used for transfer of orders and information between pharmacists and their suppliers. He also hopes that pharmaceutical companies will see On-pharm as a starting base from which they can support colleagues in pharmacy with information services just as they have the medical profession.

#### Some page numbers

On-pharm	8000
contact page	600187194
main index	600187
NPA	60018727
College of Pharmacy	
Practice	600187170
Pharmacadam	600187428
PSNC	600187280
Chemist & Druggist	60018722

## Panoxyll Aquagel from Stiefel

Manufacturer Stiefel Laboratories (UK) Ltd, Wellcroft Road, Slough SL1 4AQ

Description White viscous gels containing 2.5 per cent, 5 per cent or 10 per cent benzoyl peroxide

Further information The formulation is in an aqueous gel base which is non-greasy and claimed to be invisible on the skin. It is suitable for patients who cannot tolerate benzoyl peroxide in the more traditional bases, say Stiefel Laboratories

Indications Topical treatment of acne vulgaris

Administration Apply to affected areas once daily. Washing with soap and water prior to application enhances the product's efficacy

Contraindications, warnings etc Should not be used on patients hypersensitive to benzoyl peroxide. Contact with eyes, mouth and other mucous membranes should be avoided. Care should be taken when applying the product to the neck and other sensitive areas. In normal use a mild burning sensation will probably be felt on first application and a moderate reddening and peeling of the skin will occur within a few days. During the first weeks a sudden increase in peeling will occur in most patients, this is not harmful and will subside within a day or two if treatment is temporarily discontinued. If excessive irritation, redness or peeling occurs treatment should be stopped and a physician consulted. The products may bleach fabrics

Packs Internally lacquered aluminium tubes containing 40g of gel: 2.5 per cent (£1.72), 5 per cent (£1.92) and 10 per cent (£2.12, all prices basic NHS)

Supply restrictions Pharmacy only  
Issued September 1984

## New strength Zantac

Zantac tablets are to be available in a 300mg strength (30, £27.43 trade) from September 10.

Data Sheet recommendations have been amended to include a single 300mg dose at night for patients suffering from duodenal ulcer. A recent study published in *The Lancet* suggested that this regime was as effective as 150mg twice daily in healing duodenal ulcer. The rationale for a single night time dose is based on the fact that acid secretion in the empty stomach at

night is an important factor in the pathogenesis of duodenal ulcer disease, say Glaxo Laboratories Ltd, Greenford, Middlesex UB6 0HE.

## Testoral Sublings recalled

Organon Laboratories are recalling batch 3156 of their Testoral Sublings 100 x 10mg following reports that some of the batch has an uncharacteristic taste.

Organon do not believe there is any risk to patients but are recalling the batch as a precautionary measure and withholding distribution of current stocks for further investigation.

Pharmacists are asked to return stocks and where possible recall any of the batch already distributed.

The material should be returned for credit to: Mr J. Cumming (Testoral recall), Organon Laboratories Ltd, Scottish Industrial Estates, New Edinburgh Road, Newhouse by Motherwell, Lanarkshire ML1 5SH.

## SPECIALITY BRIEFS

**Halcion pack rationalised:** Halcion tablets are to be made available in packs of 30 (0.125mg, £1.64; 0.25mg, £2.21) and 1,000 (0.125mg, £54.54; 0.25mg, £73.59 all prices trade) in line with current prescribing trends. The new packs are to replace the 100 and 500 tablet packs once existing stocks are exhausted, say Upjohn Ltd, Fleming Way, Crawley, Sussex.

**Beecham reduce prices:** NHS prices of Floxapen capsules, Magnapen capsules and syrup and Penbritin tablets, capsules, paediatric suspension and syrup have been reduced. See *Price Supplement* for details. Beecham Research Laboratories, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.

**Megace colour change:** Megace tablets have now reverted to their normal white colour and are engraved "40" on one face and "BL" on the other. Bristol-Myers Pharmaceuticals, Station Road, Langley, Slough SL3 6EB.

**Plesmet colour change:** The colouring agent has been removed from Plesmet syrup. It will be straw-coloured instead of dark red, say Napp Laboratories Ltd, Cambridge Science Park, Milton Road, Cambridge CB4 4BH.

## £1/4m backing for Moneystretchers

Numark are to run a £250,000 two-stage Moneystretchers promotion in October and November which will be backed by a £96,000 campaign on TV-am, Ulster TV and in the national press.

On promotion will be leading branded OTC products and Numark own-label goods supported by a merchandising kit, money-off coupons and a £12,000 Moneystretchers consumer competition with a trade prize.

Part one of the campaign runs in-store from October 8-20 and is launched by a series of 20 advertisements on TV-am and backing in the *Daily Mirror*, *The Sun*, *Radio Times*, *Sunday magazine* and *Sunday Post*. Coverage on Ulster TV, begins that week.

Details of the Moneystretchers consumer competition are available on a leaflet available in-store and for door-to-door distribution. Each contains coupons worth 50p off promotional items shown. First prize is a five-day shopping trip for two to New York travelling on Concorde, plus £500 spending money. There are three second prizes of shopping trips for two to Paris and eight third prizes of trips to London, with £250 spending money. The Numark chemist supplying the winning consumer entry form will win a weekend in Paris.

A second leaflet will be available for phase two of the competition (November 12-24) — details will be the same but promoted lines and coupons will be different. Over 1½ million leaflets will be distributed, say Numark, 200 to each chemist per phase for in-store use plus additional quantities for use door-to-door.

Phase one promotional lines includes Cow & Gate baby meals, Dettol, Tampax super, Steradent minty and Steradent Deep Clean, Hanx, Harmony hairspray, Gillette Contour, Farley's rusks, Vespré, Sunsilk hairspray, Cosifits, Cussons Pearl, Recital, Toni perms, Kleenex for Men, Wilkinson Sword double edge blades, Vaseline Intensive Care, Badedas, Silvikrin shampoo, Dextrosol, Palmolive Rapid shave, Andrex tissues, Silkience conditioner, Matey and Miss Matey.

Nusoft promotional lines include kitchen rolls, toilet tissues, tissues, nappy pads, snap-on baby pants, nappy liners, liquid soap, rubber gloves, baby products (powder, lotion, bath foam, oil shampoo and cream) and Sunpure blackcurrant.

Trade discounts are given on Blisterize, Vicks Coldcare, E45 cream, Rennie, Feminax, Aspro Clear, Halls



Leaflets and posters carry details of the Moneystretcher promotion

mentholyltus, Codis, Solmin, Lanacane, Nurofen, Karvol and Buttercup cough syrup and sweets.

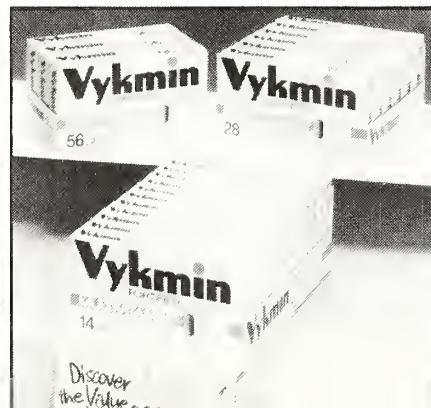
The promotion is part of a national Numark campaign with a media spend in excess of £550,000, and is itself part of the £10m plus promotional support given to Numark chemists during the past ten years (approximately half of this has been on above-the-line advertising). ICML managing director Arthur Trotman says the combined balance sheet turnover of wholesalers is over £450m. "After Boots we are the biggest buyers of OTC lines with annual purchases of £100m plus — bigger than Unichem and Vestric put together."

Mr Trotman says a drive for more "quality" members to add to the present 2,500 Numark chemists will tie in with Moneystretchers.

Numark are to invest £1m in another production line for Nusoft products. Nusoft fourth generation all-in-one nappy sales will reach £2m by the year end, estimates Mr Trotman, with sales leading many proprietary products. ICML, 51 Boreham Road, Warminster, Wilts BA12 9JU.

## Vykmin given new life

A promotional campaign has been launched to support Beecham's "new



look" Vykmint fortified multivitamin capsules.

The update includes blister packing and a modern design which, says the company gives "stronger branding and extra impact on-shelf". Pack sizes are now available in 14 (£1.30), 28 (£2.45) and 56 (£4.35) days supply. Outers have been altered to aid display at POS. Introductory deals are available for Autumn.

The new packs are supported by a £300,000 advertising drive lasting until March 1985 in national newspapers — *Daily Mirror*, *Sunday Mirror*, *The Scottish Sunday Mail* and *Sunday People* and women's Press — *Woman*, *Woman's Own*, *Woman's Realm* and *Woman's Weekly*.

The campaign theme is "Discover the value of Vykmint". Beecham Proprietaries Medicines, Beecham House, Great West Road, Brentford, Middx.

## Poly Hi-lights now in auburn

Warner Lambert Health Care are launching an auburn lowlights variant of Poly Hi-Lights. For light to dark brown hair, the auburn variant is a logical follow-on to the existing kit say Warner Lambert Health Care. Method of application and price (£2.95) are the same as for the



blonde variant.

Television advertising is currently running in Harlech and Anglia. Scheduled to run through to October the commercial features the new variant from mid-September. Warner-Lambert Health Care, Mitchell House, Eastleigh, Hants SO5 5RY.

## Martindale bonus

Martindale Pharmaceuticals are offering a bonus of Medised suspension 100ml, Medised tablets 12s and Soliwax ear capsules 10s from September 10 to November 30. Orders for whole dozens will be invoiced as 10. Martindale Pharmaceuticals Ltd, Chesham House, Chesham Close, Romford, Essex.



Which company has the name  
people feel better with?



**WARNER  
LAMBERT**  
*HEALTH CARE*

Mitchell House, Southampton Road, Eastleigh, Hants. SO5 5RY.

R84025.

All brand names are trade marks.

# For migraine.

# The One and Only.



**THE ONE** that's most often prescribed  
**THE ONLY** specific treatment that can  
be counter prescribed

#### How to use Migraleve

Two Pink Migraleve should be taken immediately an attack is suspected.

If after four hours the migraine has developed or persisted, two Yellow Migraleve should be taken. The 'Yellow' dosage may be repeated at four-hourly intervals if necessary.



## New sweet will not cause caries

A chemist only confectionery line that does not cause dental caries is being introduced by Pharmagen. The product uses a recently approved bulk sweetener, Lycasin.

Aimed at the caring mother, the product is a child's lollipop. ToddliPops come in four flavours; blackcurrant, orange, lime and lemon, in outers carrying the words "Will not cause dental caries". The Department of Health and the Ministry of Agriculture, Fisheries and Food have both agreed that the sweetener used in the product does not and will not cause caries.

ToddliPops will also be marked "sugar free --- 0 per cent sucrose". They are not,



however, calorie free, but contain just under 40 calories each. Additionally each lollipop contains 10mg vitamin C.

The product comes in two types of outer — blackcurrant only (that being the most popular flavour), and assorted, containing lime, lemon and orange flavours (outer of 150, £10.17 trade, rsp £0.10 per lolly). A launch deal of four as three is available up until the end of October, consisting of two boxes of assorted and two boxes of blackcurrant. ToddliPops will be marketed under the Tonicon name.

The sweetener used in the product, Lycasin, is a hydrogenated glucose syrup. As a sugar substitute which will not cause caries, it has a number of potential applications in the pharmaceutical and confectionary areas. Although it has been used in Scandinavia and Switzerland for some time, it only became available in the UK following *The Sweeteners in Food Regulations 1983*.

Hydrogenated glucose syrup is a clear, colourless, sweet tasting, aqueous

solution of sorbitol, hydrogenated oligosaccharides and polysaccharides prepared by the catalytic hydrogenation of glucose syrup. Following ingestion it is broken down at least partially to glucose and sorbitol.

Caries has fallen by almost 50 per cent in developed countries in the past decade, without there being any recognisable changes in eating patterns or diet. It has been shown that solutions containing both calcium and phosphate ions are able to remineralise white spot enamel lesions in teeth. There is considerable evidence that fluoride in toothpaste is also capable of enhancing the remineralising processes that occur in the mouth.

Sucrose, a common constituent of confectionery and pharmaceutical syrups, causes dental caries in relation to the frequency it is ingested. The acid produced in dental plaque after each ingestion removes minerals from the teeth. If ingestion is infrequent then the calcium and phosphate in the saliva are apparently able to remineralise the enamel and the integrity of the teeth are maintained. If ingestion is frequent there is a constant loss of mineral and caries ensues.

A number of non-cariogenic sweetening agents are now available, such as xylitol, sorbitol, mannitol and Lycasin. They do not lower the pH of dental plaque as much as other bulk sweeteners.

However Dr S. Leach, a reader in dental science at Liverpool University, takes the idea one stage further. Generally, whenever saliva is stimulated, there is a rise in its calcium concentration and pH, and a decrease in phosphate concentration. The sensation of sweetness on the tongue stimulates salivary flow in a manner roughly proportional to the degree of sweetness. On this basis, he argues, stimulated saliva should be a better remineralising agent than unstimulated saliva, and sugar substitutes could actually exert a positive role by contributing to remineralisation.

He has shown that it is possible to reverse the initial stages of molar fissure caries in the rat that have been produced by exposure to sucrose by subsequent supplementation of an otherwise cariogenically inert diet with xylitol. Trials using human subjects are taking place.

ToddliPops are one of the first confectionery products to be introduced in the UK using Lycasin, according to David Welch, managing director of John E. Welch, who manufacture the product. "We had been looking for an alternative to sugar, but had not found one. There are plenty of sweeteners but sugar provides the bulk. I found out about it from a small manufacturer who was making holiday rock in Wales but he had no market."

Lycasin also offers a number of advantages from a manufacturer's point of view. Its stability is such that it will not produce caramellised by-products when heated, nor will it invert under low pH and/or high temperature as does sucrose. When heated at 50C at pH2 for three months only 1 per cent reducing sugars were found.

It is both colourless and odourless and will not crystallise at low temperatures or in highly concentrated form. It is possible to adjust the viscosity by mixing with sorbitol syrup. A mixture of sorbitol solution 70 per cent abd Lycasin in a ratio of 1.7:1 will meet the requirements of the BP challenge test for microbial stability.

Lycasin is about 0.75 times as sweet as sucrose on a dry weight basis. The lower sweetness means that a wider base of flavourings can be used without the need to suppress an over-sweet vehicle in the first instance. Roquette (UK) Ltd, who market Lycasin, report considerable interest from pharmaceutical and confectionery manufacturers.

However Lycasin has a higher boiling temperature than sucrose, and flows like water. It also sets at a higher temperature, meaning Mr Welch has to work fast to get his lollipops moulded and on their sticks. At the moment it costs £550 a ton, compared to sucrose or glucose at around £300. Distributors: *Pharmagen Ltd, West Lane, Runcorn, Cheshire WA7 2PE*.

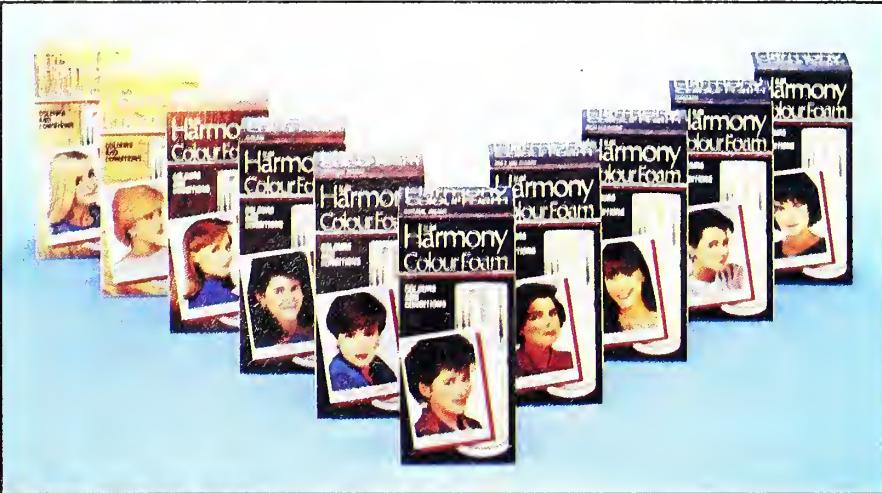
## Sno-drops in Autumn

MacDonald's Sno-drops cotton wool balls coloured (200, £1.15) and white (200, £1.12), are now available nationally after test marketing in Scotland. Makers Wellcome have also added Sno-Drops 2 coloured cotton wool balls to the range. They are available in packs of 100 (£0.70) and come in two colours in contrast to the assortment of colours contained in the Sno-drops coloured packs. *Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire CW1 1UB*.

## Anadin prices

The prices given by the International Chemical Co for the 48 and 96 packs of Anadin (C&D last week, p371) are incorrect. The correct prices are:

Pack	Units per outer	Retail price per unit	Wholesale price per outer
48	12	£1.29	£10.14
96	6	£1.99	£7.81



## Ten shades of colour foam — in Harmony

Elida Gibbs are introducing Harmony colour foam (30ml £1.39) as an extension of the semi-permanent colourant range.

The foam comes in ten shades ranging from ash-blonde to midnight-auburn and lasts through approximately six shampoos. "Research indicated that it appealed particularly to new and infrequent colourant users who liked the idea of a foam product", says the company.

The foam, which has conditioning benefits, will be available to independent chemists from pharmaceutical wholesalers in December. It will shortly be on sale in Boots stores throughout the country.

A joint pre-Christmas promotion for Harmony cream colourant and colour foam will appear in the women's Press and will include *Woman*, *Cosopolitan*, *19*, the *Hair and Good Looks Book* and *Just Seventeen*. POS activity is also planned.

"The most exciting sector of the hair care market at present" say Elida, "is the foam/mousse sector which has grown from almost nil to £20m per annum in the last 18 months." *Elida Gibbs, PO Box 1DY, Portman Square, London W1A 1DY.*

## October offers from ICML

During October Independent Chemists Marketing Ltd are offering chemists a £2 Peter Dominic voucher with every 15 cases of Sunpure health foods, vitamins and dietary supplements purchased, and a 2½ per cent bonus across the range. Six cut glass whisky tumblers are being given free with every composite pack of Flash during September and October. Flight/travel bags, worth £9.99 are free with every 15 member packs of NPA or Numark counter and prescription bags.

There are consumer savings on Nusoft

liquid soap, baby powder, baby shampoo, baby bath, disposable nappies, bubble bath, baby oil, medicated nappy liners, rubber gloves, Sunpure decaffeinated coffee, baby cream, baby lotion, kitchen towels, shampoo, snap-on baby pants, Sunpure blackcurrant, Hanx Mansize tissues, twin pack toilet tissues. Member bonuses are available on all these products plus a 10 per cent bonus on the Barnes Hind lens solutions range.

For pharmacists buying a minimum of one case of the new regular 10s and 20s from the Nusoft personal products range, there is a competition with first prize a long weekend in Finland, plus three runner-up prizes of Marks and Spencer vouchers, each worth £50. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU.*

## Chicken Complan spreads its wings

Farley Health Products are going national with Savoury Complan chicken flavour (box of four 57g sachets, £1.29) following a 12-month test market in Yorkshire and Tyne-Tees television areas and hospitals throughout the UK.

Because of the salt content the company warns that no more than two sachets should be consumed daily. It is unsuitable for people on low sodium diets.

A television and specialist Press advertising campaign will run in the Winter. *Farley Health Products Ltd, Torr Lane, Plymouth.*

## Hong Kong trip with Winpharm

Winpharm reps are distributing entry forms for a competition in which six winners will attend the 1985 Pan Pacific 111 Conference next February in Hong Kong. The theme of the conference "Pharmacy practice — the year 2000" is highlighted in the competition. Entrants have to list in order of importance six

factors which affect the future prosperity of community pharmacy and suggest a seventh themselves. Entries should be returned by September 30 to *Winpharm, Sterling-Winthrop House, Onslow Street, Guildford, Surrey.*

## Shielding mum

Cannon have introduced nipple shields (£1.76 per pair) into their Babysafe range. The shields, designed to alleviate the discomfort some mothers experience on first breastfeeding and the problems of inverted, cracked and flat nipples, are made in soft, strong silicone rubber that is tasteless, odourless and bacteria-resistant, says the company.

They can be sterilised with hot or cold water and are transparent enabling the mother to see the milk being given to the baby. *Cannon Babysafe Ltd, Lower Road, Glemsford, Suffolk.*

## Fruitful changes by Cow & Gate

Cow & Gate are repacking Liga rusks and adding two new flavours, banana and orange. Advertising and promotional spend totals some £200,000. The new fruit varieties will be sold in packs of 24 (200g, £0.67) and packaged in outers of 12.

Packaging for the rusks has been redesigned to create a greater emphasis for the Cow & Gate name and to portray a warmer, more modern image.

The rusk's dual usage as both a "wet"



weaning food for babies up to about six months and as biscuits for babies over six months is now emphasised on-pack.

Advertising from October through to 1985 will support the relaunch through the mother and women's Press. Sampling will continue to take place through Bounty bags and clinics. *Cow & Gate Ltd, Trowbridge, Wilts BA14 8HZ.*

# Double Act

NEW

D U E T

The first complete range of contraceptives with spermicidal lubricant



DUET SUPERSAFE IN 4 SENSITIVE VARIETIES



## They get the choice.

Duet Supersafe is the first range of contraceptives to offer your customers not only four popular varieties **but also spermicidal lubrication in all kinds -**

**FULLY SHAPED**

**ULTRA THIN**

**RIBBED**

**STUDDED**

You're offering the best of both worlds - choice and security.

## You get the profits.

Three million couples are now using the sheath and the market is growing fast.

Choice with security, high shelf visibility and the right prices will attract both new and existing customers.

Over 60% of sheath sales are made by you, the chemist. That's why Chefaro are offering you introductory discounts giving you up to 60% profit on return.

# DUET supersafe

GET IN ON THE ACT - CONTACT YOUR CHEFARO REPRESENTATIVE NOW.  
Chefaro Proprietaries Ltd., Science Park, Milton Road, Cambridge CB4 4BH.



# INTRODUCING THE NUROFEN 48 PACK

Last year Nurofen (ibuprofen) became the first major analgesic to become available without prescription for more than 25 years.

It is already established as a leading pharmacy brand.

Better tolerated than aspirin and more effective in inflammatory pain than paracetamol, Nurofen has been widely accepted by consumers for all kinds of painful conditions – headache, migraine, cold and flu symptoms, period pain, rheumatic and muscular pain, backache and dental pain.

Its continuing record of efficacy and safety has now made possible the launch of a NUROFEN 48 PACK. And a new display unit has been designed for all three pack sizes.

In the coming months there will be National Television Advertising support and continuous Public Relations activity.

Nurofen is only available from pharmacies.

# NUROFEN

A BREAKTHROUGH IN PAIN RELIEF



THIS WINTER  
SELL **EXTRA**...

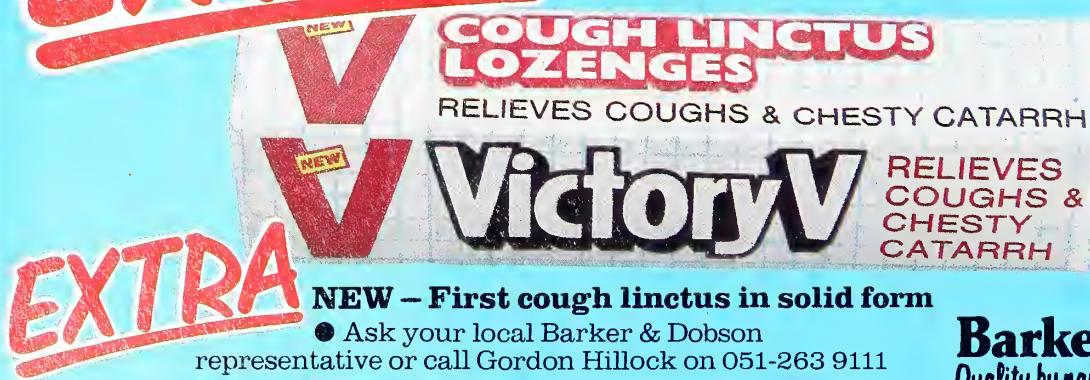


£4 Million sales and still  
growing



£2 Million established brand

FOR  
**EXTRA** PROFITS



NEW - First cough linctus in solid form  
Ask your local Barker & Dobson  
representative or call Gordon Hillock on 051-263 9111  
Barker & Dobson Limited, Whitefield Road, Liverpool.



**Barker & Dobson**  
Quality by name since 1834



## Stainsalts go 'on trial'

Stainsalts wash additive, the latest product from Dendron's Stain Devils range, is now available in trial size sachet packs (£0.37).

Displayed in outers of 36, Stainsalts are supported by a range of POS material which is already giving them increasing awareness amongst housewives, say Dendron.

Launched earlier this year, Stainsalts have a new formula that boosts the power of ordinary and biological washing powders, thus eliminating the need to soak or pre-wash garments before the main cycle, the company says. Dendron believe that if housewives try the "one wash" size of Stainsalts, they will continue to use it regularly as part of their everyday washing process. *Dendron Ltd, 94 Rickmansworth Road, Watford, Herts WD1 7JJ.*

## From Unichem for September

Unichem's ninth Golden Dozen promotion runs throughout September. Included in the promotion are: Brut 33 deodorant, double protection, all over shampoo and hair control, Carefree panty shields, Elnett hairspray, Farleys rusks, Kotex Simplicity, Loving Care, Nivea creme, lotion, dry skin lotion and skin freshener, Signal toothpaste, Silkience conditioner, hairspray and shampoo, Supersoft conditioner, hairspray and shampoo, Supersoft Once shampoo and Wilkinson Sword Double-edged blades.

The members' offers promotion running throughout September includes: All Clear shampoo, Angiers junior aspirin, Arrid aerosols, Belle Colour & Belle Blonde, Blue II disposables, Brut 33 body spray and splash-on lotion, Christy face pack tube, Comtrex tablets, capsules and liquid, Daynurse, Astral cream, Beechams Hot Lemon, Dentu creme, Dettol, Elseve Frequency shampoo, Flashlights, Glints, Harmony hairspray, Head & Shoulders, Henna gloss shampoo, Impulse bodyspray, Johnson's baby soap,

Kleenex Boutique, Libresse Bodyform, Milpar, Minima, Night Nurse, Nivea soap and talc, Odoreaters, Pampers, Pears shampoo, Radox bath salts and showerfresh, Rinstead pastilles and mouthwash, Scotties mansize and tri-ply, Seabond uppers and lowers, Stick-on Lilia, Tampax, Topol, Topex cream and lotion, Ultrabrite, Venos, Vivil confectionary medicated bags, tins, sticks and sugarless stick display unit, VO5 shampoo, Wet Ones, Yeastvite, ZR roll-on and Zendium.

Sundries on offer are: Prewetts fruit bars, Culmak shaving brushes, Sensodyne toothbrushes, Unichem feeding bottle, teats, clinical thermometers and bottle cleaning brush, Ladycare range, Ever Ready chiropody knives and blades, and Thermos flasks. The usual price cards, shelf barkers and posters are available. *Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.*

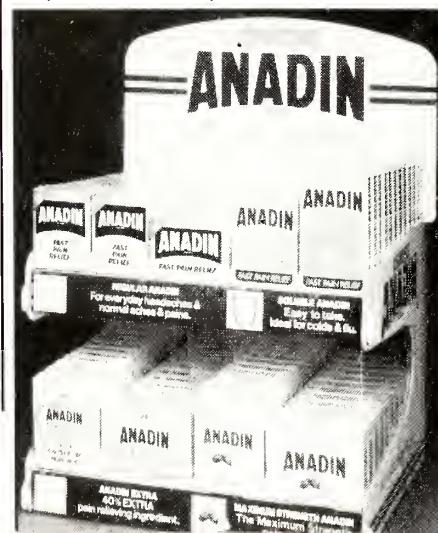
## Energy-pak at POS

Energy-pak, the alternative magnetic foil product, now comes in a red and gold display unit (trade price £43.50). It holds six packs plus leaflets. Distributors: *New Era Laboratories, 39 Wales Farm Road, Acton, London W3 6XH.*

## Anadin blisters given a boost

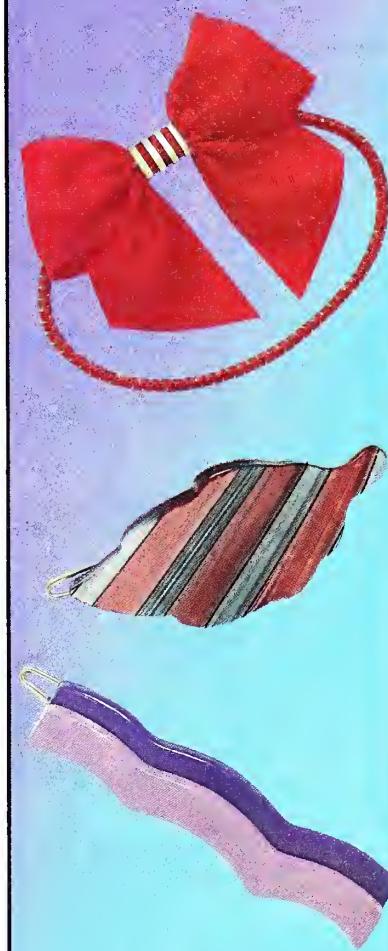
This counter display unit for the blister packed Anadin range is now available to pharmacies.

The unit allows the Anadin range to be displayed altogether, with differences between the products highlighted via illustrations and written explanations. It holds 12 and 24 size packs of all four brands. For maximum strength Anadin capsules a reverse feed section is built into the display. *International Chemical Co Ltd, Chenies Street, London WC1E 7ET.*



# Looking Great.

Britain's No. 1 Lady in Haircare . . . Lady Jayne. New colourful high impact packaging. Unique fashion accessories. Ponytailers, hairslides, bobbles, regularly introduced to the range. Keep ahead of fashion trends. Stock the brand leader Lady Jayne.



The Lady Jayne range of Hair Fashion Accessories includes the very latest decorations, styles and colours, and some new and exciting developments too!

*Lady Jayne*

Laughton and Sons Limited, Warstock Road, Birmingham 021-474 5201



They're the same size,  
right?

BIGGEST BRANDS ↘ BIGGEST SALES ↘ BIGGEST PROFITS ↘

# Fluoride +

# Fluoride

# Fluoride

## Mentadent P Mentadent Profit

# Yes. But Mentadent P contains 20% more profit.

Premium priced Mentadent P, the most successful new toothpaste for years, realises a full 15% to 20% more profit per tube than the average brands.

That's a big difference!

And it sells a lot of tubes. Enough to corner 8% sterling share of the market in its first year!

That's muscle!

What's more, this September will see **10 million 20p coupons** distributed through heavy national

press. You'll want to make sure you're not filling-in valuable shelf space with less profitable brands.

Especially with the backing of a massive **\$1.25 million TV Campaign** this summer that 45 million people will see.

So look after their teeth and your profits. Whether you stock the tubes or the modern new pump dispenser, when you make room for Mentadent P, you make way for a lot of extra profit.

FROM THE BIGGEST NAME IN TOILETRIES. **ELIDA GIBBS**

## J&J relaunch Carefree . . .

Johnson & Johnson are relaunching Carefree panty shields with product and packaging improvements. A £500,000 advertising campaign will support the "new look".

The panty liners are "softer, more comfortable and embossed in a floral design — yet will still fit the slimmest of bikini pants," says the company. They will continue to be available in 10s and 30s in regular and gentle deodorant.

The Carefree packaging has been



updated with window-design to reveal the embossed panty liner. A flash highlights Carefree's "New petal soft" quality.

An advertising campaign is currently running in the women's Press with the theme "Anyday freshness". Publications include *Woman*, *Woman's Own*, *Sunday*, *Woman's Realm*, *Mother*, *Parents*, *Family Circle*, *Living*, *She*, *Argus 3* and *My Weekly*. Five million 15p coupons will appear in the Press in November.

## ... and band baby lines

Four Johnson & Johnson baby products will be banded with a free trial sample from the range this Autumn. Johnson's baby powder (450g) comes with a free 75g sample of the pillow-shaped soap while the 450ml baby bath is matched with 25 cotton buds and the 285ml baby lotion with a 120ml baby bath. Both the 250ml and 75ml bottles of shampoo are sleeved together "to capitalise on the price reduction on the larger size, and to reward loyal users" say *Johnson & Johnson Ltd, Brunel Way, Slough, Berks SL1 1XR*.



Halls are offering retailers a quilted jacket in exchange for ten Mentholyltus outer ingredient panels and a chance to win a Ford Escort 1.6 diesel van. As part of the "Winter Warmers" promotion the jacket will be available to consumers for £4.99 and three Mentholyltus wrappers. It will be promoted at POS. A London poster campaign and national television advertising both with the theme "vapour action" break in December running through to March. *Hall Brothers, Dumers Lane, Radcliffe, Manchester*.

## Mentholatum trio on offer

Colourful new counter merchandisers holding one dozen units of Stop 'n Grow and Cutipen will be shortly available, while a national television campaign for Deep Heat breaks at the end of October.

Double bonus terms will be available from mid-September through to the end of October. As part of the deal retailers can qualify for a cash refund on Deep Heat orders and win a holiday in the sun. Stop 'n Grow and Cutipen orders can be linked in giving a 12 as 9 deal while bonus terms are applicable on all other Mentholatum products. *The Mentholatum Ltd, Longfield Road, Twyford, Berks*.

## Elida haircare partnership

A 50ml bottle of Cream Silk conditioner formulation no 2, for use with anti-dandruff shampoo, is free with the economy size of All Clear shampoo (250g, £1.22) and a sachet with the 150g size (£0.82). Promotional packs will carry a corner flash with the conditioner inside the shampoo box. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY*.

## Large Salivix

Thames Laboratories have decided to make available to pharmacies the hospital pack of 100 Salivix pastilles (£5.16) in addition to the 40 pastille pack (last week, p346). *Thames Laboratories Ltd, The Old Blue School, 5 Lower Square, Old Isleworth, Middlesex TW7 6RL*.

## Henara haircare with aloe vera

Two Henara moisturising gel shampoos (125ml, £1.65) and two conditioners (125ml, £1.75) containing aloe vera, have been introduced by Henna Hair Health.

The shampoo helps to nourish and moisturise dry, lifeless hair, whilst the conditioner helps prevent drying out, says the company.

Initial bonus schemes are available from *Henna Hair Health Ltd, Classic House, 174 Old Street, London EC1*.

## For Keep Fit fanatics

Lilia-White continue their promotional activity on Lil-lets with an on-pack offer of a Kunert Keep Fit leotard. The offer running through September and October will be flashed on all absorbencies of Lil-lets 20s and on regular, super and super plus packs of 40s which also carry four extra tampons free.

The leotards, in two sizes and four colours, are available for £6.95 including postage and packing, a £5 saving on rsp.

At the same time a free pack of 10s is banded to Dr White's Contour 30s in both the regular and super sizes while packs of 10 Stick-on Lilia are flashed £0.36 and £0.41 respectively for regular and super. *Lilia-White UK Ltd, Alum Rock Road, Birmingham B8 3D2*.

## ON TV NEXT WEEK

In London	WW Wales & West	We Westward
M Midlands	So South	B Border
Le Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is
Br Breakfast Television	C4 Channel 4	

Askit powders:	So
Bisodol indigestion remedy:	M, Sc, U
Cidal soap:	Bt, C4
Clearasil lotion:	All areas
Colgate pump dispenser:	All areas
Crookes One-A-Day:	All areas
Elastoplast:	All areas
Escapade bodyspray:	NE
Flashlights:	All areas
Matu:	Bt(Ln, So)
Moncler Derma:	All areas
Oil of Ulay:	All areas
Pond's creams:	Bt
Rennie:	All areas
Sanatogen:	Bt
Simple soap & skincare:	Ln, M, A, C4, Bt

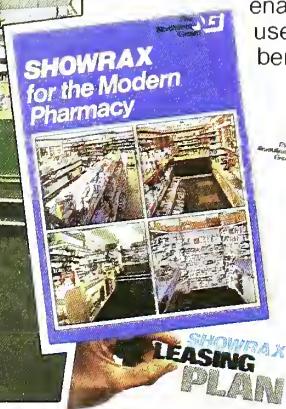
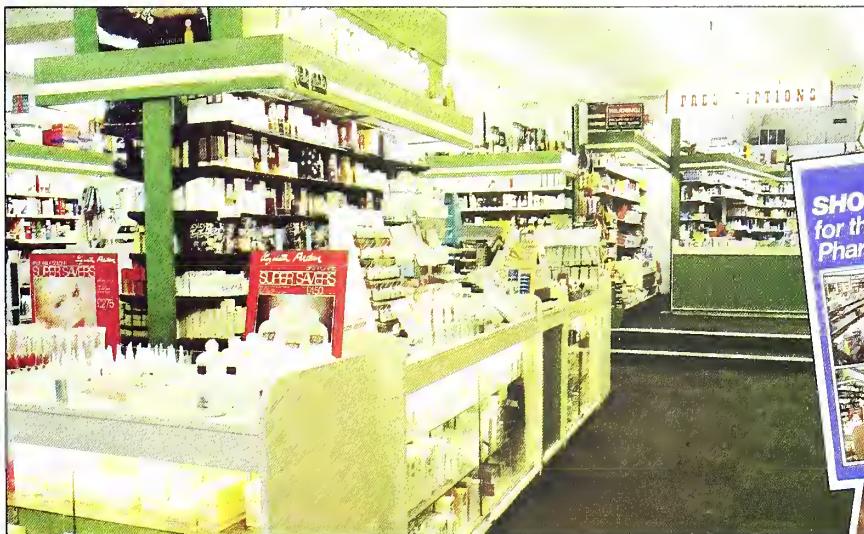
# Showrax-a treatment recommended for pharmacists.

As a qualified Pharmacist you will recognise the importance of a professional approach to all aspects of your business. Pressures outside your control have made it difficult to secure an adequate return from N.H.S. prescription income alone, but having a dispensary does give you a unique advantage - it draws people into your shop.

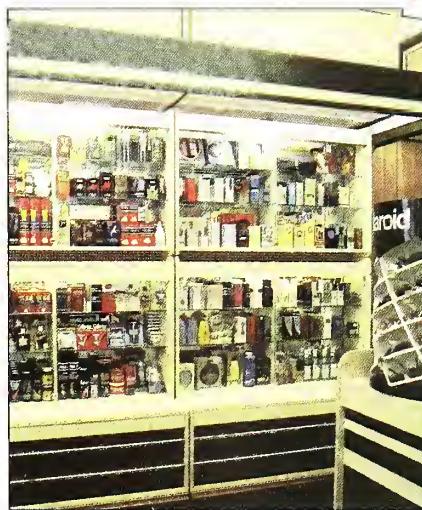
The real opportunity for improving your business lies in the retail sales area, and when considering modernisation it is important to talk to a shopfitting company who can apply a high level of professionalism to store layout, traffic flow and merchandise presentation. We can also, of course, re-plan your dispensary.

Showrax pharmaceutical shopfittings are recommended by some of the most influential names in pharmacy retailing, e.g. Macarthy's, Numark and Unichem, and our national network of local consultants have the expertise to advise you on all aspects of modernisation.

Our leasing plan will also demonstrate how shop improvements can be financed without the requirement for capital. It enables you to pay for the use of the equipment as you benefit from it.



**For more information on the Showrax treatment - fill in the coupon...**



Please let me have more details and copies of your free brochures.

To: Baxter Fell Northfleet Ltd., Tower Works, Lower Road, Gravesend, Kent DA11 9BE.

Name: \_\_\_\_\_

Name of Shop: \_\_\_\_\_

Address of Shop: \_\_\_\_\_

Tel: \_\_\_\_\_



# MONEYSTRETCHER

**£250,000**

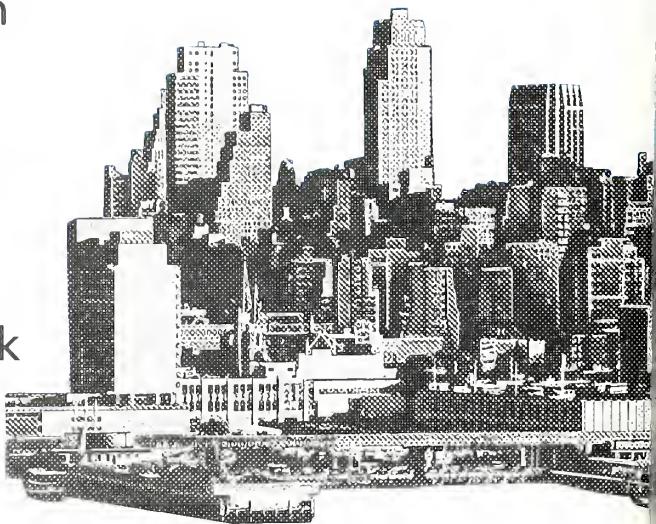
## **MONEYSPINNING PROMOTION FOR NUMARK CHEMISTS.**

Massive two-stage promotion for Numark Chemists. Phase 1, 8th - 20th October and phase 2, 12th - 24th November.

More heavyweight advertising,  
better hardhitting merchandising,  
bigger competition prizes -  
all designed to get more customers  
buying more products from Numark  
Chemists.

### **MONEYSTRETCHER TOP BRANDS.**

Brand leader products at really competitive prices to increase sales. Plus top quality own brands.



### **MONEYSTRETCHERS COMPETITION.**

Numark makes money go further and further.

Now to prove it there's a free, easy-to-enter consumer competition. First prize is a supersonic shopping spree to New York for two. Runner-up prizes of shopping trips to Paris and London.

**PLUS** a trip to Paris for two to the Numark Chemist who supplies the winning entry form.

# RE T C H E R S



## NATIONAL TV.

Over 2½ million housewives will see eye-catching 20 second commercials on TV-am from 8th - 19th October starting with two spots at 7.55 and 8.10 on Monday October 8th - just the time to reach them before they go shopping.

## BIG IMPACT PRESS ADVERTISING.

Dominant Moneystretcher ads in The Sun, Daily Mirror, Radio Times, Sunday Magazine and Sunday Post reaching 11 million housewives.

## MONEYSTRETCHER MERCHANDISING.

Top quality merchandising materials including competition entry forms. To bring in the customers and sales.



## MONEY-OFF COUPONS.

For distribution in store and door-to-door. Redeemable only through Numark Chemists.

Make Moneystretchers your way to extra sales and profit. • Identify with Numark • Make the most of your massive advertising • Use the merchandising materials Feature the products • Distribute the competition entry forms and money-off coupons.



## MAKES YOU MONEY.

For further information, contact your local Numark Wholesaler or Numark Central Office, 51 Boreham Road, Warminster, Wilts. BA12 9JU. Tel: 0985 215555.

# Chemists!

This is  
Your Show

— the one you can't afford to miss!  
For Information and Profit!



THE RETAIL CHEMISTS EXHIBITION

National Hall OLYMPIA London W14

• Sunday Sept 16: 10AM-9PM • Monday Sept 17: 11AM-9PM • Tuesday Sept 18: 11AM-8PM

Over 280 exhibitors offer you  
NEW PRODUCTS • NEW SYSTEMS  
• NEW TECHNIQUES and SERVICES  
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To make your day at CHEMEX '84  
more interesting there are many  
SPECIAL EXHIBITION OFFERS, Free to  
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Meet your trade friends—and make new ones – at CHEMEX '84

TRADES EXHIBITIONS LTD, Exhibition House, Spring Street, London W2 3RA. Tel: 01-262 2886



## Chemex expands to a larger venue

Chemex has expanded this year into the wider confines of Kensington's Olympia.

The first Chemex, two years ago, was held in Kensington Town Hall, where 80 exhibitors showed their wares. In 1983 the exhibition moved to the Cunard Hotel in Hammersmith, accommodating 130 companies. The 200 participants confirmed so far for this year's event have made it necessary to move to Olympia.

The exhibition, which runs from September 16 to 18, is described by organiser Paddy Maloney as "well

established, still growing in popularity and here to stay".

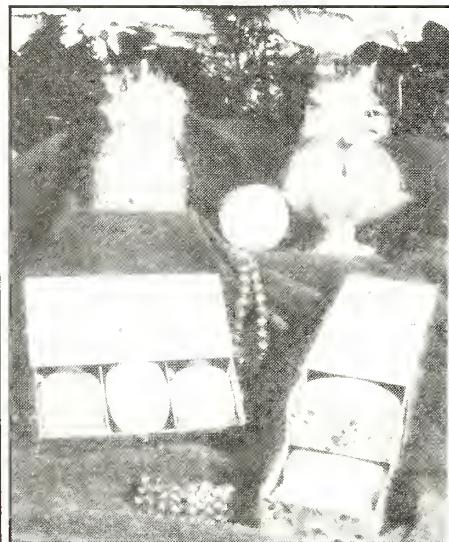
Reflecting the importance of encouraging "Mrs Chemist" to attend, this year's Chemex will once again provide a crèche to look after children while parents visit the stands.

"It is right that wives and families be encouraged to come," says Mr Maloney. "Mrs Chemist takes care of the shop, knows what the prescription holder buys while waiting, and is a very important visitor."

with a recommended retail price of £0.45. *Sabre Supply Co Ltd, Reflection House, Cheshire Street, London E2 6ER.*

## Xmas Bronnley

Bronnley's Christmas coffrets for 1984 include drawer packs of soap, hand lotion and bubble bath, almond oil dusting powder with powder puff, almond oil bath soap and



## Lewis Woolf shaped feeder

Lewis Woolf Griptight plan to exhibit two new products — a Nursery starter pack and a Freflo shaped feeder.

The starter pack has been designed especially for the company's centenary, coming up next year, and carries a "one hundred years of feeding" logo.

The triangular pack contains two 250ml Freflo bottles with standard teats, a Nursery juice bottle and teat, two spare Freflo teats, a spare juice teat, a Freflo shaped teat, a



trainer attachment for the juice bottle and a bottle handle.

At a recommended selling price of £3.99, the pack is expected to attract mothers-to-be and gift buyers.

Lewis Woolf Griptight's second product — the 250ml shaped feeder (£0.99) — features the company's latest Freflo shaped teat and a blue colour new to Griptight. The fluid ounce and millilitre graduations have been printed on opposite sides of the bottle which is felt to be less confusing. The teat cover, disc, screw cap and printed graduations are all in blue.

The bottle is similar in shape to other Freflo feeders but attention was not previously drawn to the concave sides designed to fit comfortably in the hand.

The orthodontic-style Freflo teat is designed to closely resemble the shape of a mother's nipple in her baby's mouth, says the company.

The teat was launched about 18 months ago as a separate unit and reaction so far seems to confirm the belief that it is a development that will eventually lead the market, say *Lewis Woolf Griptight Ltd, 144 Oakfield Road, Selly Oak, Birmingham 29.*

## Shaving gifts

New for Christmas 1984 Addis have the Culmak wet-shaving gift set.

The Culmak set (£7.50) contains a ceramic shaving mug with brush and shaving foam refill. Each mug shows a picture of one of Britain's finest railway engines. *Addis Ltd, Brushworks, Hertford.*

## Sabre for babies

Sabre are featuring their new seven-strong Love n' Care baby range and the recently-launched Discret sanitary towels.

Love n' Care offers baby bath (250ml, expected selling price £0.45), oil (250ml, £0.75), lotion (250ml £0.50), cream (200g, £0.65), shampoo (250ml, £0.45), sterilising fluid (750ml, £0.75) and powder (350g, £0.75). Discret towels are packed in tens,

hand lotion and a china dish containing almond oil bath soaps. Prices across the collection range from £3.50 to £7.45. *H. Bronnley & Co Ltd, 10 Conduit Street, London W1R 0BR.*

## Floral Aidees

Aidee are to feature their Diary of Flowers decorated soaps, ceramics, and textiles. Additions to the collection are promised soon, and prices range from £0.39 to £2.99. *Aidee Home & Export Co Ltd, Bovey Tracey, Devon TQ13 9DX.*



**STAND 134  
CHEMEX '84**

**WILLIAM FREEMAN & COMPANY LTD.**  
*Suba-Seal Works, Staincross, Barnsley, S. Yorks., England.  
Telephone: 0226 84081. Telex: 547186.*



**BIGGEST BRANDS** ✓ **BIGGEST SALES** ✓ **BIGGEST PROFITS**



## Who says it's lonely at the top?

Cream Silk's five member family make perfect company together.

Because they're all No. 1!

Backed by the exciting £1m relaunch campaign on TV, sales have increased by 40%.

That confirms Cream Silk as clear brand leader with a 13% market share.\*

What's more, Cream Silk was first to launch a variant for anti-dandruff shampoo users.

Very successfully, too!

And now,  $\frac{3}{4}$  million free samples of formulation No. 2 will be given away with special packs of All Clear.

That means this new family member will continue to expand the market by attracting new users.

And they're always welcome company to have. So stock plenty of No. 2, as well as the other four best selling Cream Silk formulations.

And with all those customers, you'll never be lonely either!

\*TPCI, June 1984.

FROM THE BIGGEST NAME IN TOILETRIES. **ELIDA GIBBS**

# GERIMAX

## GERIMAX

Korean Ginseng, Vitamins and Minerals

100 tablets

120 g C

Manufactured under pharmaceutical conditions by Dansk Drogé A/S, Denmark

## Our unique formulation make this 2000 year old remedy a product of the future.

Today's customers are increasingly discerning and far more aware of healthy living than at any time in the past: for this reason they look to you for guidance and product assurance; assurance you can give for Gerimax with confidence because Gerimax is produced under the strictest pharmaceutical conditions and the active constituents conform to the British or European Pharmacopeia standards and is available through Pharmacies.

2000 years experience with ginseng formed the basis of the development work which has made it possible to combine Panax Ginseng with an adequate dose of all necessary vitamins and minerals including Selenium as well as 18 amino-acids - all in one tablet.

To obtain your supplies of Gerimax and details of special offers contact your local Pharmaceutical Wholesaler.

## GERIMAX

VITALIA LIMITED

Hemel Hempstead, Herts HP2 4ND.

Tel: 0442-49607. Telex: 826327.

### TABLET DECLARATION

GINSENG EXTRACT (from 250mg of standardized Panax Ginseng)	85mg
C A. MEYER, finest Korean Ginseng	
Vitamin A (Retinol USP)	3000i.u.
Vitamin B <sub>1</sub> (Thiamin-monitrate USP)	1.5mg
Vitamin B <sub>2</sub> (Riboflavin Ph. Eur.)	1.8mg
Vitamin B <sub>6</sub> (Pyridoxine Hydrochloride Ph. Eur)	2.0mg
Vitamin B <sub>12</sub> (Cyanocobalamin Ph. Eur)	3.0mcg
Folic Acid Ph. Eur	100mcg
Niacin (Nicotinamide Ph. Eur)	.18mg
Pantothenic Acid (Calcium Pantothenate Ph. Eur)	10mg
Rutin DAB	20mg
Vitamin C (Ascorbic Acid Ph. Eur)	45mg
Vitamin D (Ergocalciferol Ph. Eur)	400i.u.
Vitamin E (d-alpha tocopherol acetate Ph. Eur)	12mg
Iron (Ferrous Fumarate Ph. Nord)	18mg
Zinc (Zinc Oxide Ph. Eur)	15mg
Copper (Cupric sulphate Ph. Nord)	2.0mg
Manganese (Manganese sulphate DAK)	3.8mg
Molybdenum (Sodium Molybdate BP)	250mcg
Iodine (Potassium Iodide Ph. Eur)	150mcg
Selenium (Sodium selenite Ph. Nord)	125mcg
Chromium (Chromium chloride)	125mcg

In addition there are small amounts of Biotin, Choline Inositol and 18 amino acids.

Gerimax is produced under strict pharmaceutical conditions and the active constituents conform to the strict British or European Pharmacopeia standards.

**Gerimax. The ultimate one!**

## Janssen launch OTC division

Janssen are using Chemex to launch an OTC sales division for the company.

The new division, based in Wantage with an initial sales force of 17, will begin calls on retail chemists throughout England and Wales in mid-September.

A new product for the division is promised soon. Janssen's Stugeron and Imodium will lead other products also going through the new division.

"1985 holds the prospect of at least two further product launches with other new compounds being developed for the future" say the company. *Janssen Pharmaceutical Ltd, Grove, Wantage, Oxon OX12 0DQ.*

## Weleda offers

Weleda have three special-offer medicine packs for Chemex — one an introductory homeopathic parcel, one pharmacy-only for counter-prescribing and a third for general sale.

The homeopathic package contains 40 of the "best-known, most-used" homeopathic remedies. The pharmacy-only collection is a 14-strong range, while there are 23 general sales products.

Pharmacists attending Chemex who order at least £50 worth of products from any one range will be given an extra 10 per cent discount. POS and other promotional material is also available. *Weleda (UK) Ltd, Heanor Road, Ilkeston, Derbyshire DE7 8DR.*

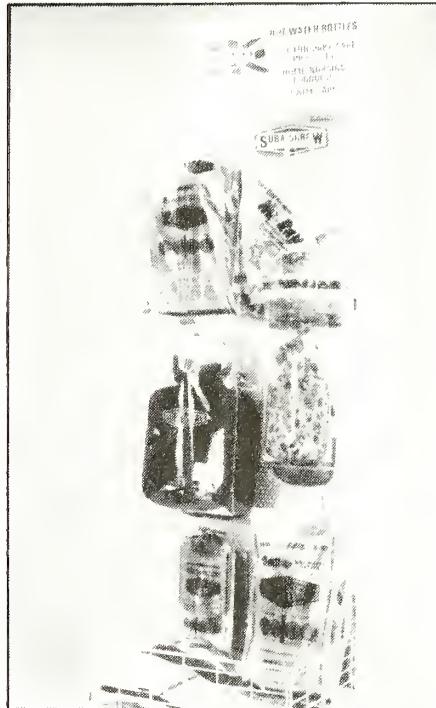
## Tonal on show

Dean Warburg, who have UK distribution rights for the Tonal range of wet-shave gift sets, will be exhibiting the range to pharmacist customers for the first time at this year's Chemex.

Tonal, described as "the ultimate in style" offers a collection of fixed and swivel-head razors, badger-hair shaving brushes and accessories gift-packed in cork boxes.

Recommended retail prices range from £8.95 for the basic razor (£18.95 with brush) to £43.95 for a prestige gold-trim duo. A Deluxe Satin Steel Christmas coffret offering razor, brush and stand selling at £108.95 is also available.

The company will also be showing their "bean-team" — a new range of luxury gift soap packaged to resemble bean-pods. The gift pod (£2.50) carries four bars, while the bath-bean (£1.75) has two. *Dean Warburg Marketing Ltd, 24 New Bond Street, London W1Y 9HD.*



William Freeman have a new free-standing floor display unit for their Suba-Seal hot water bottles. The company are also showing a new range of Suba-Seal and Suba-Aids crutch and walking-tips. *William Freeman & Co Ltd, Suba-Seal Works, Staincross, Barnsley, South Yorkshire.*

## Powell bottles

Vernon Powell have a new range of hot water bottles carrying the 1984 standard to show.

The basic bottle sells at £1.75, while the double ribbed carries a price of £1.99. Covered bottles are priced from £4.70 to £6.75.

Completing the range are "popular" and Checkmate models, priced at £0.99 and £2.99 respectively. Special discounts on the range are offered to Chemex visitors. *Vernon Powell Ltd, Verona House, 54 Selsdon Road, South Croydon, Surrey.*

## De Witt deal

The Italian Chicco babycare range will in future be distributed to independent chemists by De Witt International. Dantoll, who holds the UK agency for Chicco, and De Witt have taken a joint stand to deal with enquiries. *De Witt International Ltd, Seymour Road, London E10 7LX.*

## Dietade

FOODS FOR DIABETICS AND CALORIE CONTROLLED DIETS

### Dietade

FRUIT SUGAR - THE NATURAL ALTERNATIVE

JELLY CRYSTALS - READY SWEETENED, IN SACHETS

DIABETIC JAMS AND MARMALADE - SUPERIOR QUALITY

DIABETIC SQUASHES - ORANGE, LEMON

AND BLACKCURRANT FLAVOUR

CANNED FRUITS - IN WATER - VERY LOW CALORIE

### Dietade

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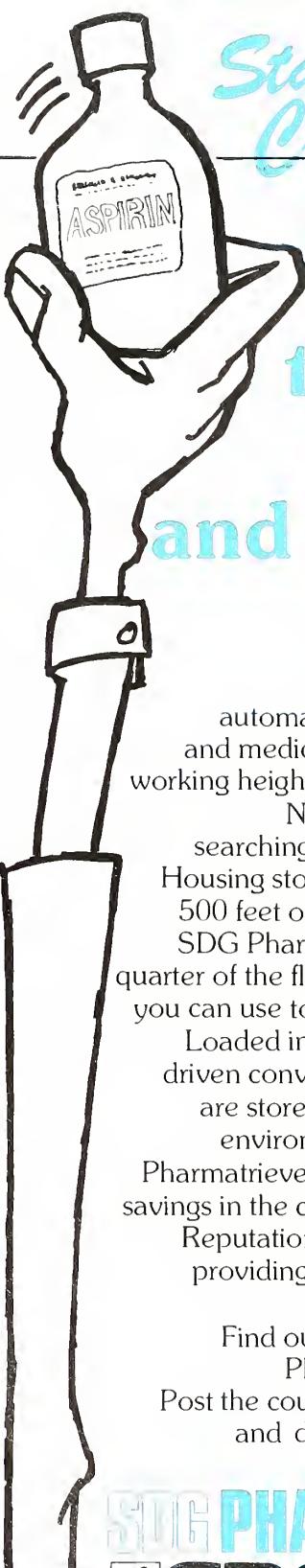
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*Stand 136  
Chemex '84*



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### SDG PHARMATRIEVER

automates your dispensary. Drugs and medicines are brought to you, at working height – at the touch of a button.

No reaching, no bending, no searching. No assistance. No delays. Housing stock normally requiring over 500 feet of conventional shelving, the SDG Pharmatriever needs less than a quarter of the floor space – valuable space you can use to generate high-profit sales.

Loaded in multiple trays on a motor-driven conveyor, drugs and medicines are stored in a secure and dust-free environment – ready and waiting.

Pharmatriever users report considerable savings in the cost and time of dispensing.

Reputations have been enhanced by providing a better customer service.

Business has increased.

Find out how you can make SDG Pharmatriever work for you. Post the coupon today. Get the facts – and details of rental terms which leave your capital intact.

### SDG PHARMATRIEVER

**SDG** Sound Diffusion Group.

Dubarry House..

Newtown Road, Hove, Sussex BN3 7AY.

Tel. Brighton (0273) 775499



Please show me how SDG Pharmatriever can save space, time and costs in my dispensary.

Complete and post this coupon to Lesley Mortimer at the address given above or call her on Brighton (0273) 775499.

Name: \_\_\_\_\_

Establishment Name \_\_\_\_\_

Address: \_\_\_\_\_

Tel. No.: \_\_\_\_\_

CD0509

## CHEMEX PREVIEW

### German and Danish sandals

German Birkenstock sandals and the Flexo-let range are being distributed in the UK for the first time by importers E&L Ltd.

Birkenstock have been making sandals since 1774. The Range features 60 designs,



in medium and wide fittings with various colours. Prices range from £24.99 to £34.99.

Flexo-let clogs, sandals and mules, made by Herold Halle of Denmark, are available in three colours. Models in this "very up-market range" retail at £25. E&L Ltd, Carrycare Building, Bilton Industrial Trading Estate, Leicester Road, Lutterworth, Leics LE17 4JA.

### New Comfitts

The new Comfitts Natureform sandal can be seen for the first time at Chemex. Available initially only in tan, the sandal retails at £16.99 and covers sizes 6-11. Vinalflex Ltd, Wanlip Road, Syston, Leicester

### Imports on view

Stephar, a Dutch parallel importer operating in the UK since 1982 have registered for licences under the new Ministry of Health regulations. Visitors to Chemex will have the chance to meet the company's directors and see their current catalogue of over 500 ethicals and generics. Stepbar bv, Van Utrechtweg 4 2921 LN, PO Box 710 2920 CA, Krimpen aan den IJssel.

Mavala's latest launch, the Pavlova fragrance range, will be displayed on stand 135. Mavala Laboratories Ltd, 16 Morewood Close, London Road, Sevenoaks, Kent TN13 2HV

## Guiding light in action group

Mr Jeremy Clitherow, a Liverpool proprietor pharmacist, has been one of the pharmaceutical guiding lights behind the Crosby Women's Action Group's labelling campaign (C&D, August 25, p326).

The Group was to hand a report on its campaign to 10 Downing Street on Thursday as C&D went to Press. Its members are seeking warning labels on all medicines which could harm an unborn child and want to educate both women and doctors about the dangers of taking medicines during pregnancy.

Mr Clitherow, who is secretary of Liverpool LPC and a member of the National Pharmaceutical Association's board of management, first heard about the campaign on a Radio Merseyside "chat show" in March 1983. He contacted one of the organisers and has been offering pharmaceutical advice ever since. As the only male in the group, he says he is proud to be among "such a well-meaning and dedicated bunch of ladies."

Their latest achievement is to persuade the Health Education Council to commission a poster for display in doctor's surgeries.

## Essay prize for pre-reg students

To celebrate 100 years of publishing "Baillière's Clinical Pharmacology", Baillière Tindall is sponsoring a competition for pharmacy and medical students with a first prize of \$1,000 and two second prizes of \$500 each.

Revlon Health Care, Armour Pharmaceutical Company and Berk Pharmaceuticals are also sponsoring the competition.

Entrants are asked to write from any standpoint an original 1,000 word medical feature article on any aspect of pharmaceuticals in the last 100 years and/or speculate on their future. The closing date is December 1. Students must have been following undergraduate courses as at May 1. The winners are to be announced on February 1, 1985. Further information from editorial director, Baillière Tindall, 1 St Anne's Road, Eastbourne, E. Sussex BN21 3JN.

"Baillière's Clinical Pharmacology" first appeared as "Materia Medica and Therapeutics" in 1884.



Pharmacist Hywel Jones (right), winner of the Numark/Miss Radox Bouquet 1984 draw, is presented with a video recorder by Nicholas Laboratories sales representative Mr Gunia. Mr Jones of High Street, Mold, Chester, joined the hunt to find a holder of the Miss Radox title and won the luck draw made at the Finals. *Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks SL1 4AU*

## Dry mouth often caused by drugs

Medicines are by far the most common cause of dry mouth, according to Professor Tony Axell, University of Lund, Malmö, Sweden.

There are at least 200 drugs having dry mouth as a potential side effect, he told a Press conference on Tuesday to launch the saliva stimulant Salivix (last week, p346). There were many other causes, among the most frequent being infections, rheumatoid arthritis, Sjogren's syndrome and radiotherapy.

A psychiatrist, Dr Robert Cohen believed that counteracting dry mouth could greatly improve compliance in patients taking antidepressants, who frequently abandoned their treatment because they experienced distressing side effects before experiencing any benefits from the drugs. He is planning a controlled trial of Salivix in such patients.

## FDR gets tough on formaldehyde

The West German Government is preparing tough regulations over the use of formaldehyde.

Health Minister Dr Heiner Geissler said the rules would be introduced irrespective of the result of an expert

report expected in October on whether formaldehyde could cause cancer, says the *Financial Times*.

Regulations to help ensure that an excessive indoor concentration of formaldehyde in the air could not build up, will be put before the West German parliament before the end of the year. Tougher measures governing the use of the chemical in hospitals and work places are also likely to be introduced.

Formaldehyde was cleared in the UK in 1981 after investigations by the Health and Safety Executive.

## Expo China '85

The Pharmaceutical industry is among the areas of interest to China, which is hosting a Consumer Industries Expo/China '85, September 6-12, 1985.

The purpose of the Expo is to introduce modern technology and machinery, to improve manufacturing skills of the Chinese consumer industries, and to promote imports.

China's domestic market represents one quarter of the world's population and there are some 30,000 individual consumer product orientated factories, organisations and import agencies. Information from Mr Brian Banham, Energy Associates Ltd, 4th Floor, 43 Great Windmill Street, London W1V 7PA.

## Japanese R&D presses ahead

Japanese pharmaceutical companies have announced research developments in a number of areas, according to reports in the *Japan Economic Journal*.

Suntory Ltd are to start clinical trials later on this year into an anti-arrhythmic substance. Teijin Ltd and Fujisawa Pharmaceutical Co have entered an agreement to develop two prostaglandin derivatives as antithrombotic and anti-ulcer agents.

Morinaga & Co, in association with Kyushu University, have succeeded in mass-producing human monoclonal antibodies specific for lung cancer cells to be marketed as a diagnostic agent.

C&D's report last week that the Rural Dispensing Committee had refused a dispensing application in Heathfield and granted in part one in Hailsham was incorrect — the situation is vice versa.

# BIG NEWS FROM TUNES AND LOCKETS



## Two new flavours from the nation's fastest selling packs of medicated sweets.

Cherry Tunes, Honey Tunes and Lockets are the three fastest selling packs on the medicated sweets counter.

Now, here are two more. Blackcurrant Tunes and Menthol Eucalyptus Lockets. Two exciting new flavours that are bound to join them right at the top of the sales charts. Blackcurrant Tunes and Menthol Eucalyptus Lockets have all the customer appeal that has made the originals so successful,

and our extensive consumer research has proved how popular they're going to be. These are flavours your customers are going to buy.

So if you're keen on fast turnover, make sure you bring these two in before the cold season. They'll be heavily advertised on T.V. For cold sufferers, they'll be big news. And for retailers,

that means five top sellers instead of just three - the breakthrough to even bigger profits.



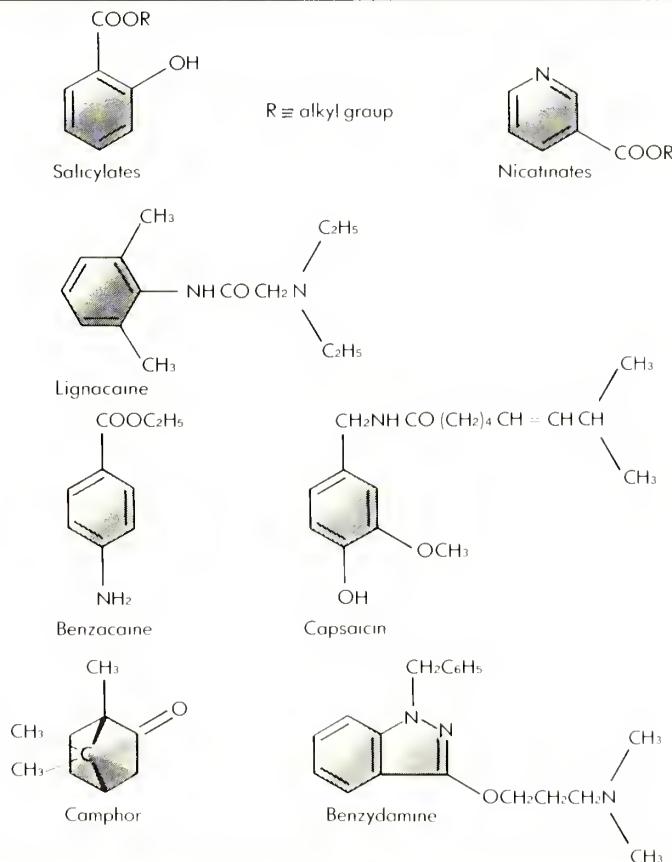
# Topical solutions to easing pain

The second of C&D's OTC Update articles on analgesics concentrates on topical products. Mechanisms of pain production and its relief by various compounds are discussed.

For a number of complaints, symptomatic relief of associated pain with a topical analgesic or anaesthetic is a useful approach. The potential advantages include localisation of therapy and immediate relief. In this article, some of the factors relevant to the choice and use of topical analgesics will be discussed.

The free nerve endings which make up the pain receptors in the skin can be

**Structures of compounds commonly used in topical analgesic and anaesthetic products.**



classified into three groups:

1. Those that are predominantly sensitive to pressure.
2. Those that respond primarily to heat.
3. Those that are essentially chemosensitive.

In most conditions commonly encountered by pharmacists, chemoreceptors probably play the most important part. Agents which stimulate the chemoreceptors include bradykinin, 5-hydroxytryptamine, proteolytic enzymes and prostaglandins (although the latter are perhaps more important in making the receptors more sensitive to the other algogens). These may also lower the pain threshold of the mechanosensitive and thermosensitive receptors.

## Localisation of the pain receptors in the skin

Pain receptors are widely distributed in the skin and are as close to the surface of the skin as the deeper layers of the epidermis. Nonetheless externally applied medicaments must penetrate the stratum corneum in order to reach these receptors.

## Percutaneous absorption

If a drug is applied to intact skin, and monitored in the blood, there is normally a finite length of time before the drug can be detected. This lag time may be either real, being associated with the time required by the drug to diffuse through the skin to reach the blood compartment, or apparent and resulting from a lack of sensitivity in the analytical method used. It is theoretically possible to separate the two by examination of the intercept in the appropriate amount released and time plots.

Although the stratum corneum, the outermost layer of the skin, is only a few microns thick on most parts of the body, it represents a formidable barrier to the ingress of externally applied drugs. Indeed with the majority of drugs, topical penetration is associated with diffusivities of the order of  $10^{-9}$  to  $10^{-3} \text{ cm}^2/\text{sec}$ .

While for the majority of drugs, lag times associated with the percutaneous absorption process are of the order of hours or even days, with a few drugs it can be in terms of minutes or even seconds particularly upon application with friction. To account for this it is suggested that for drugs rapidly absorbed following topical application, transfollicular rather than transepidermal absorption is the most significant route of penetration. Many of the topical agents to be discussed here fall into this category.

## Clinical conditions

Where there is clear evidence for local overstimulation of epidermal pain receptors, the rationale for the use of topical analgesics or anaesthetics is evident. However, in the majority of cases such as muscular sprains

and strains where these agents are used, the pharmacological rationale is less clear since it is unlikely that sufficient quantities of the drugs are absorbed for pain relief.

This does not mean that topical therapy is useless for these cases. Patients often obtain relief and this can only be beneficial irrespective of whether the relief is the result of a placebo or a pharmacological effect. In the light of the discovery of endogenous opioids and their release during procedures such as acupuncture, which have hitherto been considered as placebo interventions, the distinction between placebo and pharmacological effects is becoming more and more nebulous. Nonetheless, it can only be an advantage if the products promoted for specific conditions also exert a useful pharmacological effect as traditionally defined.

Pruritus or itch was for a long time considered to follow mild stimulation of pain receptors. This is probably at least partly true since nerve block in pain relief usually also leads to relief from itch. However, more recent studies indicate that special free nerve endings which are essentially only responsive to itch can be found in the epidermis.

Evidence for the absorption of the currently available OTC topical anaesthetic agents through the normal stratum corneum with permeability coefficients sufficient to provide relief from itching is lacking. Absorption through mucous membranes has, however, been shown. Local anaesthetics when applied to the intact skin are therefore only useful for the relief of itch or pain affecting mucosal areas such as the buccal cavity and mucous ano-genital areas.

Insect bites and stings also call for the use of a pain-relieving preparation. It can be argued that since the integrity of the skin is compromised absorption of the active ingredients may not be a problem. This explains why a number of products containing anaesthetic agents are on the market.

Should topical analgesic agents be used since inflammation is often a feature of insect stings and bites? On current evidence, given that salicylates are useful anti-inflammatory agents, the rationale for using the salicylate esters is sound but clinical evidence is still required. This also applies to the topical anaesthetic agents.

### Major groups of topical and anaesthetic agents

**The salicylates:** For topical use as analgesics, the salicylates are normally used in the form of esters (Figure 1), with esterification of the carboxylic group rather than the phenolic group of salicylic acid. Besides methyl and ethyl salicylates, commonly used topical salicylic acid esters include glycol salicylate, phenyl salicylate and diethylamine salicylate.

They all probably share the same mode of action, bringing pain relief as a result of their counter-irritant effects. The theory is that their irritant effects divert the attention of the pain evaluation centre in the brain away from the original painful stimuli. It has also been suggested that the massaging action which normally accompanies application of the topical analgesics helps to relax painful muscles and to dilute and disperse tissue algogens.

Topically applied alkyl salicylates can be detected in the blood and urine as salicylic acid but at insufficient levels for significant systemic effects.

**The nicotinates:** These (Figure 1) are the next major group of constituents of topical analgesic products. Application of the nicotinate esters produces rapid vasodilation and a sensation of warmth at the site of application. The induced flush may be mediated by prostaglandins since prostaglandin inhibitors such as indomethacin inhibit it.

Histamine was thought to be a mediator of this response but studies with H<sub>1</sub> antihistamines show that this is unlikely since no inhibition of the flush response was observed with these agents. If prostaglandins induce the flush response, are the nicotinates useful topical analgesics? Are their combinations with salicylates, which are known inhibitors of prostaglandin synthesis, rational?

These questions cannot be confidently answered until more data is available on the prostaglandins involved. There is also the argument that the topical salicylates do not rely on their antiprostaglandin effect for local analgesic activity. Manufacturers of products containing salicylates and nicotinates in combination, should perhaps try to provide some of the answers.

**Capsaicin:** This and related compounds such as nonylc acid vanillylamide are included in topical analgesic formulations for their counter-irritant effects. Capsaicin is the agent largely responsible for imparting a pungent taste to chilli peppers. Capsicum oleoresin is of course still found in some of the older formulations. Many will probably not know what an application of salicylate or nicotinate feels like but most will appreciate the effects of a capsicum-containing product as a result of prior exposure to hot curries!

Inhibition of the release of mediators of inflammation and pain has also been suggested as a mode of action of capsaicin. Substance P and 5-hydroxytryptamine are known to be closely involved. Capsaicin has also been shown to possess extensive pharmacological activities but the relevance of these effects to the counter-irritant effect of the drug is still unclear.

**Camphor:** An ingredient of a number of topical analgesic products. Application to

the skin is followed by a localised sensation of coolness which patients find useful. The drug is sufficiently lipophilic and soluble to reach the systemic circulation following topical application. Since camphor is also known to cross the placental barrier, its use during pregnancy is to be discouraged.

Camphor in the form of camphorated oil has been associated with a number of accidental poisonings in young children. This together with unproven values as an analgesic has led to the withdrawal of the product from the market. It seems strange however that very similar products (eg mixed rubbing oils) with the same potential for harm are still available.

**Enzymes:** Heparinoid and hyaluronidase-containing products are widely used for the relief of sprains and strains. Dispersal of tissue exudates is thought to be one of the beneficial effects. However, supporting information is still sparse.

**Benzydamine hydrochloride:** A highly-priced topical analgesic is benzydamine (Difflam) cream. Information on the product is relatively limited because of its recent introduction. It is thought to be a prostaglandin inhibitor but comparative clinical trials with the salicylates are required before benzydamine cream is recommended.

**Miscellaneous components:** A number of ingredients are gradually being phased out of topical analgesic formulations as they come up for review by the appropriate governmental committees. Histamine hydrochloride and salicylamide are examples. They can neither be shown to be active nor absorbed after topical use.

### Conclusion

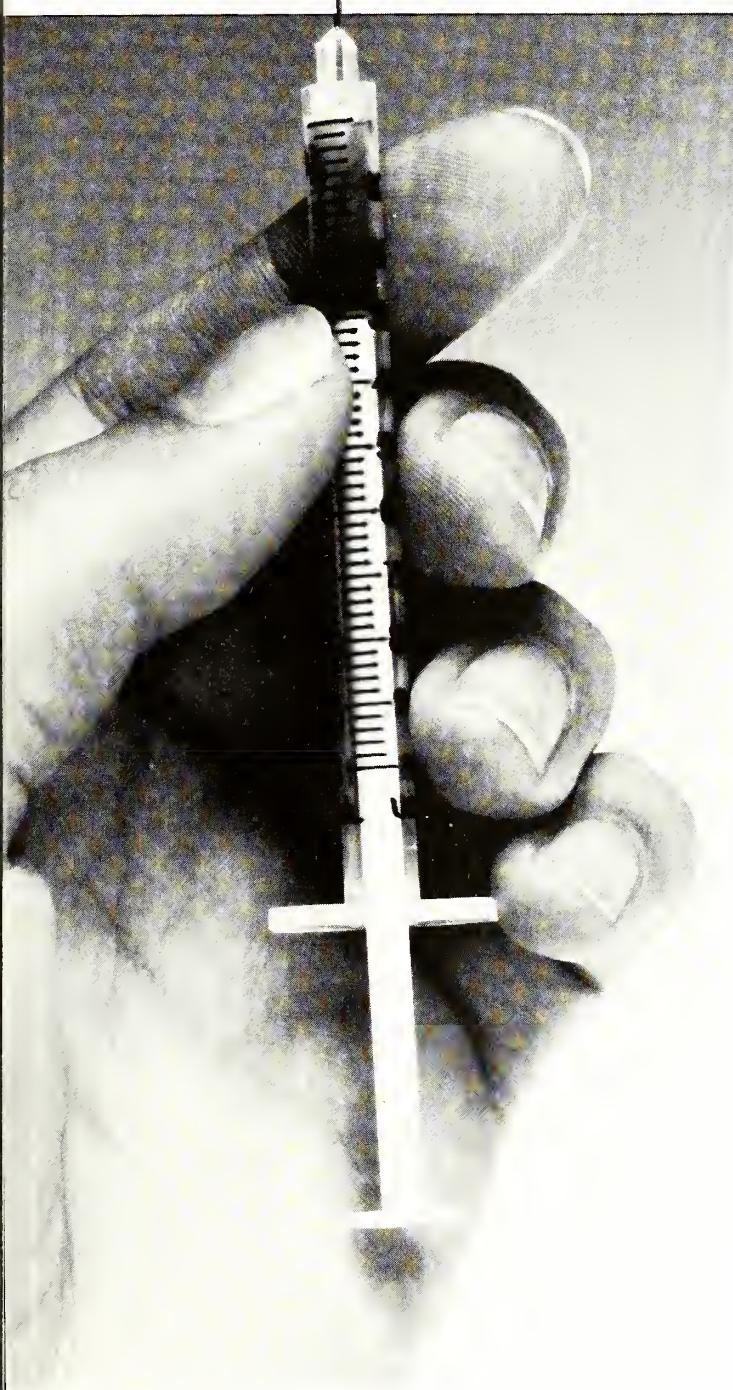
Topical analgesic products are valuable for the relief of self-limiting painful conditions. For application to mucous membranes, local anaesthetic agents are useful alternatives. For both types of compounds, topical application carries less risk of adverse reactions than systemic administration.

However, systemic toxicity can follow percutaneous absorption given the right compound and/or the right conditions. Abrasion of the skin will often increase skin permeabilities by several orders of magnitude while occlusion will increase percutaneous absorption several fold. It is fortunate that with the commonly used topical analgesics the safe concentration range is wide.

Skin sensitisation is always a potential problem with the counter-irritants. Where such problems surface, systemic therapy will be necessary.

This is one of a series of "pull out and keep" articles on OTC topics by Dr Alain Li Wan Po, department of pharmacy, University of Aston in Birmingham.

# THE LIGHTER TOUCH



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# Working abroad prompts Nuffield submission

**J.B. Paige is manager of a busy and very much commercially biased pharmacy in Guernsey, dispensing only 200 scripts a month. After qualifying in 1967 and experience with Boots, he worked in Zambia as a hospital pharmacist, and then for National Consolidated Copper Mines, before taking up his present position in 1975. The health care systems operated in the UK, Guernsey and Zambia are all very different from each other, although intended to achieve the same ends, he says. These variations and the varying responsibilities of the pharmacist have prompted this submission to the Nuffield Inquiry.**

Those submissions already made to the Nuffield Inquiry which I have seen appear to be divided into two categories. Some deal almost exclusively with problems and controversies currently affecting the profession. Others put the case either for or against pharmacists acquiring the inflated status which is presently enjoyed by the medical profession (pharmacists for, doctors against).

No-one seems to have tried to predict the changes which are likely to occur in health care generally, and the effects these changes may make to the practice of pharmacy.

The National Health Service has changed significantly since its inception, and the rate of change seems likely to accelerate. Already the general practitioner has largely given up his historical role as diagnostician and instigator of treatment. Now he is in the main a family councillor and coordinator of domiciliary health care services, the scale of which could not have been predicted in the 1940's.

Patients' expectations from the health service and the pattern of disease have also changed over the last forty years. Patients now seek advice because they do not feel well more often than because they have an illness. The complaints from which they suffer stem more frequently from stress, working conditions, and environmental factors rather than from pathogenic causes.

## GPs role

To deal with today's medical problems GPs must be experts on housing regulations, social services, social security benefits and a host of other bureaucratic procedures. The GP must also be able to refer to the correct hospital department all those patients who need in-patient treatment or specialist opinion.

Increasingly, the role of the modern GP is comparable to that of the conductor of an

orchestra. He directs the various instruments at his disposal and coordinates their efforts to ensure that they are all playing the same tune at the same time, to give a performance which is not only technically competent, but satisfies the customers.

In future, it seems likely that his role will be extended further into the fields of preventative and environmental medicine, whilst his traditional functions of diagnosis and prescribing are delegated to other members of the health care team.

GPs are rightly suspicious of any change which would make them less aware of every influence which affects the health of their patients. The fact is, however, that people have always indulged in self-medication, the details and extent of which they rarely reveal to their doctors.

Self-medication is already being encouraged as a way to reduce the spiraling costs of running the health service, both in Britain and elsewhere. As the whole role of government in the provision of health care is examined more deeply, in an attempt to predict future commitments, it may become necessary for the state to demand that individuals accept responsibility for certain areas of personal health care.

Experience over the years has shown that the finance required to provide comprehensive services to the whole population can so drain the national resources that it causes economic stagnation, reducing standards of living and causing the very problem it was created to solve.

Since only a finite proportion of a nation's wealth can be allocated to health care, whilst the range and cost of services available is continually increasing, a point must be reached where a conscious decision is taken that the State will provide certain services, whilst others should be purchased by those who can afford them.

The pattern of illness in a nation could be represented as a pyramid, with the base

made up of a large proportion of the population suffering from minor ailments, and progressively less people having complaints which are progressively more expensive to treat. The most effective way to conserve national resources is to remove from the State responsibility for the cost of treatment of the large number of minor ailments, in order that funds are available to help the smaller numbers of people who require treatment which would be beyond their own financial resources.

## German experience

West Germany has already introduced a trial scheme based on this principle. There the government has for the last year refused to reimburse the cost of drugs prescribed for a number of minor ailments, such as colds, influenza, sore throats, coughs, indigestion, constipation, diarrhoea and travel sickness. Perhaps surprisingly the scheme has proved popular with the public, which has come to prefer purchasing medicines for these conditions from pharmacies, rather than taking time off to consult a doctor.

Sooner or later every national health scheme will have to follow the German lead, and decide upon a threshold below which it will expect the individual to accept responsibility for his own medication, but above which the scheme will take over the financial burden. Given the current level of knowledge about health matters amongst the general public in the UK, and the standard of advice which is available through pharmacies, it would not be unreasonable for the DHSS to refuse to pay for the treatment of all the complaints which are excluded in Germany, plus dysmenorrhoea, acne, athlete's foot, mild to moderate pain (such as headaches), contraception and dietary supplements such as vitamins.

As public acceptance of personal responsibility for self-care is re-established, and health education becomes more widely available, so the treatment of other conditions is likely to be removed from the responsibility of the State health authorities. In future, cystitis, eczema, psoriasis, dermatitis and arthritic conditions may all be routinely self-medicated, with only the most severe or complicated cases being referred for medical treatment.

To increase the effectiveness of self-medication, a programme of health education would probably be helpful, and the transfer of a wide range of POM medicines to P classification would be essential.

The changes which have occurred in the practice of community pharmacy in the past have not resulted from deliberate decisions, but from changes in social patterns and advances in technology. Likewise, in the future pharmacy will more often be reacting to changes forced upon it by irresistible and

often seemingly unrelated outside influences. Of these influences, economic reality seems likely to become increasingly important.

### Future team

I predict that in the health care team of the future the tasks of diagnosis and prescribing of organic disease will be divided mainly between the community pharmacist (dealing with minor ailments) and the hospital doctor (tackling serious illness), whilst social workers, community nurses etc care for the "wellbeing" of distressed members of the community. Coordinating all these functions will be the general medical practitioner, who will retain and enlarge his responsibilities for the overall health of the community for which he is responsible.

As the demands placed upon them by the public change, so pharmacists will tend to creep out from the drug storage cupboards they euphemistically call "dispensaries", leaving the physical preparation of drugs to technicians operating increasingly sophisticated electronic gadgets.

The pharmacist of the future will stand in full public view between the cash register and his computer command module (until the two pieces of equipment are combined) making diagnoses and confidently recommending treatments in a manner which would seem perfectly natural to his counterpart of the nineteenth and early twentieth centuries.

No. of days treatment N.B. Ensure dose is stated		NP
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Rx Tabs. Micrograms.

mitte 3 x 21.

A new version of Fetherlite perhaps?

No. of days treatment N.B. Ensure dose is stated		NP
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S IR B prescrib

The latest from Elida Gibbs, or a painless way to clean your teeth?

## In praise of famous men

I feel that I must write in praise of the recent achievements of the Council of the Pharmaceutical Society. Not for them the trifling problems of NHS clawbacks, parallel imports, rural dispensing, hospital salaries etc. No, they finally grasped the nettle and solved the problem which had been worrying many of us, namely, the possibility of being confused with members of the medical profession.

The Council, in their wisdom, decided that no pharmacist carrying out his professional duties should call himself "doctor" on fascias or dispensing labels even if he held a PhD.

The reason for the next decision seems to have puzzled some of my colleagues, but I soon recognised the logic behind it. It is well known that the public associates bad handwriting with the doctors, and therefore as some pharmacists wrote their labels rather poorly, it was thought some confusion might still remain in the minds of some patients. It was therefore decided to ban hand written labels, and remove this doubt once and for all!

Of course, some pharmacists argued that handwritten labels showed off our ability to do joined up writing, while others whinged about the high cost of computerised label printers, but the Council were adamant, and machine printed labels became a reality!

However, it suddenly became apparent that with all this automation, the average pharmacists' brain might atrophy, so the next step was masterly. The Council devised a list of 28 cautionary labels, some of which could not possibly be printed by the aforementioned costly printers. This had the effect of stimulating the dispensing pharmacist's brain by making him search through a list, find the appropriate labels in a box with little compartments, and then attempt to affix the labels to the container without covering up the vital parts of the over-sized computer label. A challenge indeed!

Again, the Council were not deflected by complaints that this made the automatic labellers far less useful than they were

intended to be.

Everybody was now happy that the public did not think that we were doctors, but it was suggested that perhaps they did not know who we actually were, so it was decided to spend large sums of members' money on finding a universal sign (sorry, "logo") which all British pharmacies could display with pride.

In between playing with my floppy discs, and sorting out the 28,000 cautionary labels after one of my staff knocked the box with the little compartments onto the floor, I spent hours dreaming up possible designs; dispensing scales rampant, winged suppositories, even traditional carboys, or pestles and mortars. But I was filled with admiration when I saw the end result.

A green cross! What vision! What originality! What value for money!

The only trouble is, all the local kids think I've joined the Tufty Club!

R.C. White,

Market Deeping, Peterborough.

## Holiday break?

Having received literature on the Vantage Convention 1985, I ask myself the perennial question "How can anyone enjoy a 'work involved' holiday?" My idea of a holiday is that of a complete break from all aspects of the business. Do other people feel this way, or am I the proverbial ostrich?

Alan Williams  
Swansea

## Beware bonuses

We have just had our stocktakers and this year they produced a larger than ever assortment of outdated stock ranging from dog flea collars to Tyrozets and of course a host of ethicals.

As more and more products are being expiry dated we must all beware of excessive bonus offers. Unlike many food products we cannot expect "Best before date" on medicines!

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Uckfield,  
East Sussex.

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# Sangers cut losses and look to acquisition

**Sangers, whose 1983 results show losses cut by a third, are close to finalising the purchase of an American consumer products company.**

Chairman John Briggs describes the potential acquisition as "very successfully involved in the manufacture and marketing of a budget-priced consumer product."

"This company has achieved exceptional profit growth, and we believe it is continuing to grow," he adds. "It's purchase would re-establish Sangers in a business related to its traditional activities, and do so on a scale substantial relative to the size of the company." Detailed negotiations continue.

Sangers are also pursuing a range of other possible acquisitions, with the hope of expanding the group.

With the disposal of their Northern Ireland operation in May last year taking Sangers out of pharmaceutical wholesaling, the group's main activities are now photographic wholesaling and the "medium-technology" manufacturing of subsidiary Technology Investments.

Results for the year ended February 29 show group losses of £308,000, compared to £443,000 the previous year. Turnover was down £11.6m at £29.8m.

The placement of 24 per cent of Sangers Photographic on the Unlisted Securities Market yielded £436,000, a sum retained as working capital. Photographic operations contributed profits of £546,000 with current trading indicating continued improvement.

United Kingdom sales reached £26.23m (£40.32m), while North America and Europe's contribution rose £2.8m to reach £3.7m.

## Albion begin own manufacture

**Albion Group, who have previously had their soaps and toiletries made by contract manufacture, are building their own production plant at Corby.**

The shell of the 32,000sq ft factory is nearing completion, with services being installed now. It is hoped production of Simple and Cidal will begin in February or March next year.

Marketing director Ian McVicar stresses that Albion have always had an excellent relationship with their suppliers, but says the growth of the past eight or nine years had made the change a necessary one.

"In other words, we're now big enough to do our own manufacturing," he adds.

The new factory will produce about 2,000 tons of soap a year, together with roughly the same amount of toiletries.

## Sunday protest

John Lewis have pulled out of the Retail Consortium following disagreements with other members who break the law by opening on Sundays. John Lewis chairman Peter Lewis condemns such policy as "in total disregard of the law."



Wilber Mack, chairman of the American R.P. Scherer Corp recently visited the British subsidiary's Swindon branch to check on progress at their new production unit. Also shown, left to right, are UK managing director Stuart Maconochie, Mrs Mack, and UK technical director Harry Seager

## Cash sales move with inflation

**The average independent pharmacy had weekly cash sales of £1,161 in March and April, according to Nielsen figures.**

This represents an 18 per cent decline on the previous two months, but a six per cent improvement on March and April 1983. Multiples and co-operatives (excluding Boots) showed weekly turnover of £1,764, while average sales for drug stores reached £1,971.

All store types suffered declines of around 20 per cent on January and February. Drug stores showed the highest annual rise, upping sales by 13 per cent.

Sales for all pharmacies and drug stores were highest in the Anglia region, with a weekly average of £1,764. Next came London with £1,593. The Southern region showed greatest improvement on a year earlier, with 19 per cent growth to £1,443.

An average of 3,148 prescriptions were dispensed by each independent in March 1984, just one script more than in March 1983. The average multiple dispensed 25 more scripts than a year ago to bring their total to 2,388.

NHS receipts account for 71.4 per cent of the independent's turnover, this figure falling to 54.3 per cent for the multiples total turnover for all pharmacies in March and April was £334.8m, with independents taking an 87 per cent share (£291.4m).

### Pharmacies v Drug Stores – Cash Sales only

	Mar/ Apr 83	Jan/ Feb 84	Mar/ Apr 84
Total £.000	119,227	154,872	128,432
Pharmacies	96,995	124,988	103,198
	(81.3%)	(80.7%)	(80.4%)
Drug Stores	22,232	29,884	25,234
	(18.7%)	(19.3%)	(19.6%)

A.C. Nielsen Ltd, Nielsen House, Headington, Oxford OX3 9SQ.

## Labelling rules become law

**A comprehensive and uniform system for the packaging and labelling of dangerous substances is to become law this month, and will come into operation at the beginning of 1986.**

The regulations will cover labelling from right through the distribution chain, the shopfloor and into the household. "They offer greater protection for industrial and domestic users alike, as well as helping minimise the risks to the

emergency services and general public should an accident occur on the highway," says Health and Safety Commission chairman, Dr John Cullen.

The rules will ensure that packages used to supply or convey dangerous substances carry an eye-catching label showing the potential danger of the substance and advice on safety precautions. *The Classification, Packaging and Labelling of Dangerous Substances, Regulations 1984; HMSO; £4.50.*



Bergasol's "two girls" poster — which in another incarnation features two pharmacists — has received the ultimate accolade. It's been parodied by Heineken

## Chemist growth leads the field

**Chemist's turnover has advanced 50 per cent from £1,547m in 1980 to £2,325m in 1983, an increase of 14.5 per cent a year and a rate of progress which *Retail Business* says no other retail sector or sub-sector can match.**

OTC turnover alone has risen less sharply from £647m in 1980 to £850m in 1983. The £65m, 8 per cent, increase last year on '82 figures was a percentage point less than the rate of 1982 rise, which in turn was two points less than the 1981 increase to £720m. The report says the decline in rates progress reflects lower prices rather than poorer volume sales.

However, that 8 per cent 1983 OTC sales rise was one point better than for miscellaneous non-food groups. In 1982 chemist's margins at 23.9 per cent were the lowest outside food, drink and CTN retailing by some way.

In monthly terms, July 1983 was exceptional for chemists with a 15 per cent increase on 1982.

This year has started with low increases of 4 per cent in January and February with improvements in April and May of 12 and 8 per cent. *Retail Business* says the first quarter increase of 5 per cent is the worst for any quarter for three years. However, the second quarter estimated rise of 10 per cent is as good as any in the previous two years.

The estimates for volume sales in chemists of counter products, toiletries and non-NHS medicines (1980 index 100) is 103.8 last year, a 3 per cent increase after two poor years. The equivalent index for goods able to be sold by non-food shops was 108.7 in 1983.

The Retail Price Index for medicines, toiletries and surgical goods (1974 = 100)

has risen faster than the all item index: Jan '82 304.7 (all item 310.6); Jan '83 336.3 (325.9), and Jan '84 350.5 (342.6).

The previous wholesale price indices have been superseded by producer price series rebased on 1980 levels. The percentage increase for June '84 compared with June '83 are toilet papers and tissues 1.7 (1983 full year 115.0); pharmaceutical products 2.7 (126.3); perfumes, cosmetics and toiletries 2.7 (124.4); sanitary goods 4.9 (142.8); photographic materials and chemicals 7.8 (116.1); surgical dressing 8.0 (129.8) and toilet soap 16.6 (116.1).

Toilet soaps, which have shown the smallest overall price rise of any category since 1980, put on a spurt last year, while the fastest mover, sanitary goods slowed right down. Pharmaceutical products are also down compared with their usual middle rate increase.

In 1982 there were 10,627 pharmacies (7,910 businesses) employing 66,000 people, or nearly six per shop.

Figures for photographic shops for 1982 are: 1,590 outlets (758 businesses); turnover £365m; gross margin 29.2 per cent; employees 8,000.

*Retail Business* says the traditional concept of the chemist is beginning to change, but: "There remains an important sector of the retail trade classified as chemists and trading profitably towards the 1990s even if that profitability, in many cases, is increasingly underpinned by prescription sales as competition from a variety of multiples attacks sales of toiletries and even OTC medicines. Similarly, leisure chains are syphoning off photographic goods sales and photoprocessing sales have been under threat".

*Retail Business* says chemists' counter sales will rise 7 per cent in 1984 and 8 per cent in 1985 to £910m and £980m respectively. Camera shop sales are projected at £440m this year and at £485m in 1985, up 10 per cent.

## Numark head for Majorca and SA

Numark's fourth bi-annual convention will be held in Palma, Majorca next year, April 24-27 with the theme "Selling through." Before then, in November, there will be a study trip to South Africa to look at wholesaling and retail operations.

The basic 10-day study tour party is scheduled to leave London on Saturday, November 17, returning on Monday, November 26. Delegates will be visiting wholesale drug warehouses and a range of retail pharmacies in Johannesburg and Durban. The tour programme includes formal seminars to enable UK delegates to exchange information and compare operational practices with pharmacies and executives in wholesale drug distribution.

The tour costs approximately £750 and is limited to 30 delegates — there are still a few vacancies. Booking enquiries and further information from Mrs P.M. Tarr, at above address and telephone number below.

The convention opens at the Hotel Palas Atenea Sol with the chairman's champagne reception on the evening of Wednesday, April 24.

On the convention day specialists will focus on the techniques and modern methods of selling merchandise and expand on the theme of "Numark-Selling through."

The cost of the four-day convention is £199 per person. The eight-day holiday, including the full convention programme, costs £249 each.

Every Numark wholesaler will be represented in Palma and principals will shortly be sending personal invitations and full details to each Numark chemist. Further information from Val Pirie or Trevor Dixon, Numark, 51 Boreham Road, Warminster, Wilts BA12 9JU (0985-215555).

*Wednesday, September 12*

Unichem, Hinkley Branch, Crest Hotel Coventry, 3pm-10pm. Trade show. Forty five manufacturers to exhibit.

### Advanced information

Society of Cosmetic Scientists, Royal Society of Arts, 6 John Adam Street, London WC2, on October 4, at 6.30pm for 7pm. Professor Arnold Beckett of Chelsea College on "Penetration and facilitated penetration of active ingredients through the skin." Information from The Society of Cosmetic Scientists, Marshall Chambers, Mill Street, Luton, Beds LU1 2NA (tel 429933).

British Distributors of Animal Medicines Association, Moat House International Hotel, Stratford Upon Avon, November 1-2. Ninth annual meeting and conference dinner on November 1 and conference on November 2. There will be discussion on the new Statutory Instrument and Code of Practice for Merchants with talks by four experts in the field. Inquiries to M.H. Munro, chief executive, BDAM, PO Box 54Y, Tunbridge Wells, Kent TN4 8XW.

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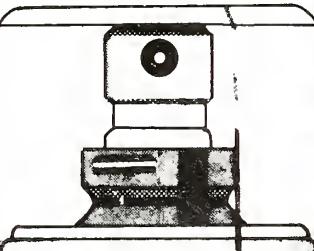
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## Climb every mountain

A pharmacist was to take part in a sponsored climb of Kilimanjaro this week as C&D went to press.

Angela Bowman, a pharmacist at Great Ormond Street Children's Hospital, is a member of a team raising money for the Sick Children's Trust which provides accommodation for parents wishing to stay overnight in London while their children are in hospital. The team includes ex-Arsenal soccer manager Terry Neill, oncologist Dr John Pritchard and three former patients of the hospital.

They were to start the 19,000 ft climb of Africa's highest peak on Wednesday and expected to take three days for the ascent, two for the descent. They are being sponsored per 1,000 ft climbed.

Two of the doctors will take dexamethasone 10mg three times daily after reading reports that it could be useful in altitude sickness. Ms Bowman declined, offering to act as a "control" instead. She registered as a pharmacist two years ago and has worked at Great Ormond Street since graduating from the London School of Pharmacy. Her only previous experience of mountaineering is "walking in the Alps."

## Moss retirement

Gerald Harvey, MPS, has retired as a director of E. Moss Ltd on reaching the age of 70.

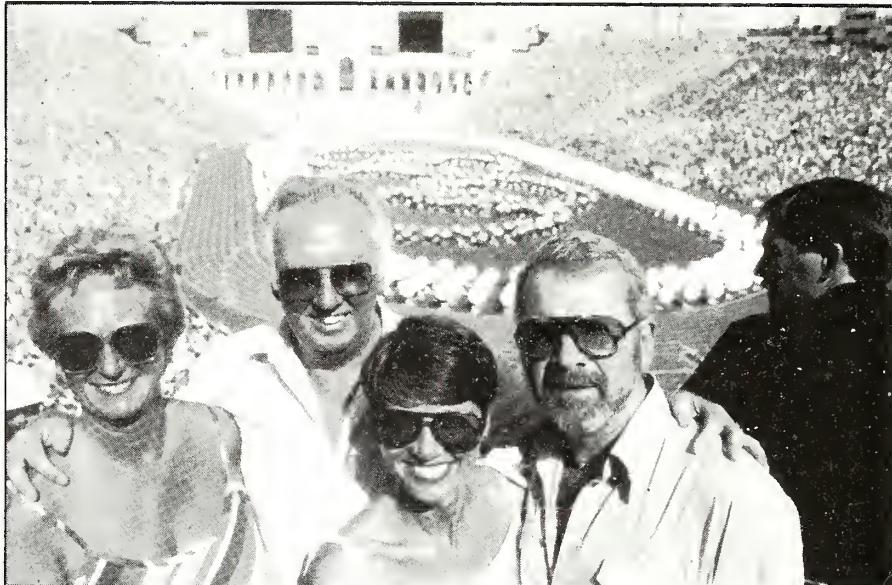
He joined the company in 1936, serving as a branch manager until his career was interrupted by the war. He was a member of the RAF from 1942 till 1945, completing 33 missions as a navigator in Bomber Command, and receiving the Distinguished Flying Cross in 1945.

He will be succeeded as chairman by Haldane Wood, JP, MPS.

## Did you know...?

President Calvin Coolidge had his aides rub his head with it as he ate his breakfast in bed.

Admiral Robert Peary took it with him on Arctic expeditions because it did not freeze at 40 degrees below zero. And actress Doris Day reportedly claimed in a magazine interview that she coated her



"Out of this world!" was the verdict of two happy pharmacists and their wives on the Olympic Games. Winners of the Crookes Sport competition, Ian Mackay (right) from Londonderry, Northern Ireland and Hugh Waterson (left) from Anfield, Liverpool, flew out for the opening ceremony. As part of their prize they were present to cheer the British teams in the gymnastic, equestrian and hockey events. After all the excitement of Los Angeles they went on to spend four days at the Waikiki Beach Hawaii. Plans are in the pipeline, says Hugh Waterson, for both couples to meet up in the near future — no doubt to compare holiday snaps



Pharmacist Sam Wilkinson and his wife, Ursula Cullen, receive their prize — a weekend for two in Dublin, from Ursula Cullen, sales representative for Belmont Foto Services, Newtownabbey. The Belmont Foto draw was held during the Photographic Distributors trade show.

body once a week with it before going to bed.

"It" is Vaseline petroleum jelly from Chesebrough-Ponds. The unusual uses were reported recently in the *St Louis Post-Despatch*. Robert Augustus Chesebrough, who originated the jelly, believed it could cure any number of ailments. For the last 35 years of his life he swallowed a spoonful of it a day. He lived to 96.

## DEATHS

**Koch:** Alan Koch, head of pharmaceutical marketing services for Lilly Industries Ltd, died suddenly on August 24. He had worked for the company for 23 years, until 1977 at Speke, and more recently at Basingstoke.

D.G. Anthony, market services manager, writes: "Over the years Alan, through his work for both Dista and Lilly, came into contact with many pharmacists. He will be greatly missed by his colleagues and friends."

**Todd:** Following the death last week of Robert Todd, FPS, (C&D, September 1, p378) adviser on the Pharmaceutical Society's historical collection, Mervyn Madge, president of the *British Society for the History of Pharmacy*, writes: "We were all greatly shocked at the death of Robert Todd, none more so than his colleagues in the BSHP. He was outstanding in his interest in historical pharmacy and his wide knowledge and vast experience combined with a vast reservoir of facts and background to make him an interesting, provocative and educational speaker, so much so that he was to give the Foundation Lecture of the BSHP, an honour not lightly conferred. We of the BSHP pay tribute to his work and mourn his passing."

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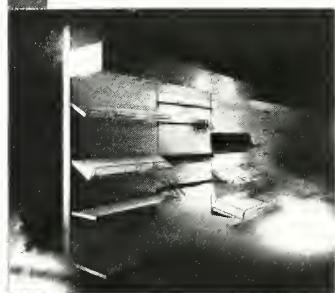
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